

The Sales & Marketing Professional

Duration: 5 Days

Language: en

Course Code: PM1-112

Objective

Upon completion of this course, participants will be able to:

- Understand the vitality of effective sales and marketing within an organisation.
- Identify the necessary characteristics and skills that contribute to a successful sales professional.
- Assess the sales process and understand how to maximise productivity throughout.
- Describe various types of selling models and contemplate what situations would be ideal for each one.
- Utilise strong communication skills, including questioning, listening and negotiation skills to encourage sales.
- Differentiate the organisation from its competitors by building strong relationships with customers.
- Effectively respond to customer complaints and reduce tension to preserve customer loyalty.

Audience

This course is designed for anyone within an organisation currently responsible for sales or someone who desires to take on this role soon. It would be most beneficial for:

- Operations Managers
- Sales/Marketing Managers
- Sales Directors
- Senior Executives
- Business Owners
- Regional Managers
- Chief Sales Officers (CSOs)

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies of established organisations to highlight strengths within their sales teams and find potential factors restricting their success.
To develop an in-depth understanding of the taught content and relevant skills, participants can engage in a range of learning exercises and methods, including presentations, video materials, and individual and group activities. Working alone and with others will grant them full opportunities to practise and demonstrate their skills to one another and receive constructive criticism.

Summary

To succeed at sales and marketing within an organisation, one needs to understand the sales process, the customer base, and the relevant markets. Encouraging sales will be incredibly difficult without knowledge of each influential factor as the organisation will lack any beneficial insight.
Sales and marketing go hand in hand, and one cannot exist without the other. Sales is the process of the customer showing interest in a product or service and purchasing it. The role of a salesperson is to encourage the customer to go through with the transaction by using persuasive language, building rapport, and communicating with them effectively. Customers are much more willing to buy a product if they respect the organisation that is selling it.
The marketing process is crucial, too. Marketing is how the customer will initially learn about the product. Many variables influence the method of marketing a product needs; the type of customer, their age range, typical motivations, and desired use are some of the most important factors to consider. Any marketing strategies need to adjust their language and approach to appeal to the desired customers.

Course Content & Outline

Section 1: Introduction to Sales

- Reviewing the sales process from start to finish.
- What external and internal factors can influence a sale?
- Assessing the evolution of sales and how the industry has progressed.
- Exploring the characteristics, behaviours and skills that equal a successful salesperson.
- Examining the 10 root causes of problems within sales and finding ways to prevent these or reduce their impact as they occur.

Section 2: Preparation and Organisation

- Creating action plans detailing the sales process, including goals, objectives, organisation desires and personal ambitions.
- The importance of effective time management.
- Investigating the psychology of selling – people’s motivations, agendas, and overall needs.
- Developing various strategies for selling to ensure success.
- Adapting the selling approach depending on the product and customer.

Section 3: The Sales Process

- Comparing the different selling models and understanding their ideal uses – challenger, command of the sale, conceptual, consultative, and inbound.
- Describing the advantages and disadvantages of different selling models.

- Conducting research on customer wants and demands to appropriately adjust the sales approach.
- Delivering clear and effective presentations.
- Answering questions and navigating customer resistance and objections.

Section 4: Communication Skills

- Understanding the importance of utilising multiple methods of communication.
- Changing the type of language used based on the customer's attitude and body language.
- Explain the concepts and principles that are involved in a successful negotiation.
- Conducting a sales negotiation and vulnerability analysis.

Section 5: Managing the Customer Relationship

- Why it's necessary to befriend your customers.
- Methods of building rapport and maintaining relationships with patrons.
- Establishing service beliefs and philosophy.
- The attributes that contribute to a positive and friendly attitude.
- Questioning and probing skills.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

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Media and Marketing, Sales & Marketing

Tags

marketing, Sales

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Explore the differences between sales & marketing, their roles in business growth & why strong collaboration between teams drives success.

YouTube Video

https://www.youtube.com/embed/e_5PoT6tXJ4?si=THEFy6DgqjiRr6rQ