

SALES AND MARKETING SKILLS TRAINING PROGRAMME

INTRODUCTION

In today's society, the successful organisations have a unique ability to market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic and highly informative programme that covers ideas, techniques, tips and practical useful information. The programme uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence. In the programme you will learn how to:

- Understand the psychology of selling
- Practical sales tools and techniques
- Marketing and branding
- Internet marketing
- Success habits of the 'greats' in sales
- Knowledge that will help you to meet and exceed targets

WHO SHOULD ATTEND?

- If you're presently in a sales or a sales environment position within your organisation and you wish to step up to the next level of skill development, this programme is for you
- Other personnel who need to promote products or services internally in the organisation, or who have to market to external clients and who are responsible for improving the overall productivity of their employees whilst maximising the potential of their sales organisation, would benefit from attending

PROGRAMME OBJECTIVES

- The sales cycle
- Characteristics of successful salespeople
- How and where to find new clients
- How, where and when to network
- Planning and setting targets
- How to use the phone effectively to set up appointments
- Phoning scripts that work
- Dressing for success
- Developing rapport and easing tension levels
- Powerful questioning and listening skills
- How to close sales and overcome objections
- Customer service and the impact on sales
- How to deal with different personality types
- Overcoming fears and limiting beliefs
- Understanding body language
- Time and focus management
- Communication and negotiation skills
- The power of goal setting
- How to develop a winning attitude
- Habits of highly successful people
- Maximizing your marketing programme
- Brochures, print ads, radio and TV
- Marketing mistakes to avoid
- Working with the media

- Branding
- Internet marketing strategies
- Search engine optimization

PROGRAMME OUTLINE

DAY 1 - The sales cycle and finding new clients

- Understanding the sales cycle
- Characteristics of successful salespeople
- Effective networking strategies
- How to work a room
- Creating the right impression
- Developing your elevator speech
- How to get referrals
- Swap meetings
- Clubs and social networking
- Centers of influence
- How to approach and sell to top executives

DAY 2 - Planning, qualifying and the discovery process

- Strategic planning and setting objectives
- Qualifying buyers
- Customer based selling
- Dressing for success
- Easing tension levels
- Effective questioning techniques
- The power of listening
- Developing a winning attitude

DAY 3 - The psychological factors of selling

- Dealing with different personalities
- Body language
- Closing and overcoming objections
- Developing the habits of successful salespeople

DAY 4 - Advanced sales skills

- Time and focus management
- Councilor selling
- Attitudes, beliefs and outcomes
- How to present to groups
- Customer services and the effects on sales
- Advanced negotiation skills
- Goal setting
- Walking with tigers – secrets of the worlds best
- Action planning

DAY 5 - Marketing, branding and internet technology

- Designing a marketing programme
- Understanding the various forms of marketing
- Brochures, print ads and newsletters
- Working with the media
- Soundbites
- Branding
- Website development and design
- Website optimization
- Marketing on the internet