



First Select

Advanced Marketing & Sales Management

Date	Venues	(\$)Fees	Book your seat
22 Dec -26 Dec 2024	Kuala Lumpur	3300	Register Now

Objectives:

- To develop a fuller understanding of the role of marketing strategy in an organization
- To learn how it dovetails with corporate and other functional plans
- To learn the process of creating strategies for a variety of markets, situations
- To practice and use the strategic marketing tools
- To put together a marketing strategy plan
- To appreciate the issues involved in implementation

Who should attend?

Senior sales and marketing personnel, and those responsible for strategic decision making, from senior managers to CEO's. Suitable for delegates both from the private sector as well as the public sector and government, as well as product and service companies

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Course Outline:

Module 1

- Defining the sales manager's role
- Recruiting selecting appraising training and leading a sales team
- Developing successful sales force plans
- Defining the customer segmentation and suspecting methods of prospecting and methods of qualifying a prospect
- Understanding and using the techniques of competitor and market positioning.
- Understanding the fundamentals of territory management
- Motivating the sales team

Module 2

- What is strategy?
- Strategic marketing and planning in the corporate context

- What business are we in
- Drivers of change
- Stakeholders "interest" in strategy

Module 3

- What is marketing planning?
- Mission statements
- Strategic Intent
- Where are we now?
- The marketing audit
- Porters competitor analysis
- The SWOT

Module 4

- Where do we want to be?
- Setting objectives and aims
- Forecasting
- Segmentation, targeting and positioning
- Market research and the MIS
- Porter's Generic Strategy
- Marketing strategies for specific situations

Module 5

- Issues facing implementing the marketing strategies
- The importance of managing change
- Developing the control measures and key performance indicators
- Creating the budget to support the strategies
- Setting out the plan

WORKSHOP STYLE:

This will be a participative workshop with a mix of interactive learning sessions, exercises and discussions aimed to provide maximum impact and learning retention for all delegates.

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