



Sales & Marketing Level 3

Course Outline

The course aims to enhance the participant's sales skills, focusing on advanced training in elements required to succeed in a sales-focused environment. The participant will be trained in the necessary skills of how to control the sales process in order to provide excellent customer care. They will gain knowledge that will enable the participant on how to progress into sales management positions.

Course Overview

The course is based upon participant learning the following;

- Demonstrate knowledge of how to supply quality customer service, what consumer problems maybe and techniques to resolve them.
- Learn and understand how to create Sales and Marketing plans.
- Develop skills in Forecasting and Budgeting.
- Understand Marketing Ethics.
- Learn Sales skills and the art of closing a sale.
- Demonstrate knowledge of Supply Chain Management and Branding.

The seminars are built upon interaction and as such the participants are expected to actively participate in discussions. The participant will be assessed on their performance in the case studies, work-simulations and written assignments. The homework will be will in the form of written reports on these case studies.

Learning Objectives

The main learning objectives of the course are deepening the participant's knowledge and skills within the area. After completion of the course you should be able to;

- Demonstrate skills in planning and control
- Explain and analyse important aspects of sales and marketing
- Demonstrate knowledge of consumer problems and ways to resolve them

Module 1: Introduction to Sales & Marketing Level 3

- Outline of all the topics to be covered in the programme
- Clear understanding of the sales management role
- Understanding what makes a successful sales team

Module 2: Creating A Sales Plan

- Understanding what a sales plan is and what it is for

- Learning the steps required to create a sales plan
- Practice in creating a sales plan

Module 3: Creating A Marketing Plan

- Understanding of what a marketing plan is and what it contains
- Understanding the benefits of a marketing plan
- Learning how to make a marketing plan

Module 4: Forecasting and Budgeting

- Understanding what a sales forecast is
- Learning the importance of sales forecasting
- Understanding how to create a forecast

Module 5: Marketing Ethics

- Understanding what is meant by “marketing ethics”
- Learning what marketing ethics involves
- Understanding the importance of ethics in marketing
- Learning to identify poor marketing ethics

Module 6: Marketing

- Understanding the marketing mix
- Learning about the importance of the different elements
- Understanding how to implement the marketing mix

Module 7: Sales Skills

- Understanding the skills required for successful selling
- Learning how to develop these skills in your sales team
- Putting sales skills into practice

Module 8: Closing the Sale

- Understanding what is meant by “closing the sale”
- Learning the steps to take to lead a prospect to close
- Understanding the buying signals that prospects give

Module 9: Quality Customer Service

- Understanding what quality customer service is
- Learning about how to provide excellent customer service
- Learning how to design a quality customer service programme
- Putting excellent customer service into practice

Module 10: Resolving Customer Problems

- Understanding customers’ different problems
- Understanding the negative impact on your company of unhappy customers
- Learning how to resolve customers’ problems

Module 11: Supply Chain Management

- Understanding what is meant by the term “supply chain management”
- Learning how to create a SCM plan
- Learning how to implement SCM

Module 12: Company Branding

- Understanding what is meant by the term “company brand”
- Understanding the benefits of having a strong brand
- Learning about how to use your brand

Certification

- On the successful completion of the course, the participant will be provided a certificate of completion.

Progression pathways/continuing education

- After completion of the course the participants will have acquired the tools to be able to work as a sales supervisor, assistant manager or manager with Sales & Marketing.