

Marketing and Sales is the lifeblood of any organisation. Many companies are finding using traditional methods increasingly difficult and hard to sustain in the generation of new business people who are getting more and more busy.

This course will provide you with a practical set of marketing and sales tools that are easy to implement in your business. These tools will lift your sales skills and confidence to deliver growth targets.

Key Learnings:

- Identify your top 3 current marketing issues/opportunities
- Complete a competitor analysis
- Understand the consumer decision making process
- Find out what your organization's Sustainable Competitive Advantage (SCA)
- Learn the 10 step sales process
- Develop your product / service strategy
- Discover what growth strategy you should adopt for your business
- Develop a One Page Marketing and Sales Plan
- Develop your ability to implement marketing strategies successfully

Benefits:

- Fast Track your learning of Marketing and Sales related tools/processes
- Instantly implement your new skills on yourself or your business
- Work through the course at a time that best suits you
- Higher retained learning of new tools/techniques

Featured Tools & Techniques:

Where are you now?

- Marketing Audit
- Customer Survey
- Competitor Analysis

Understanding the Market

- Buyer Behaviour & Consumer Decision Making
- Segmentation Options

Where do you want to be?

- Sustainable Competitive Advantage
- Business Statement
- Sales Levels

Managing the Product

- Product Benefits Analysis
- Product Strategy, Product Portfolio Analysis
- Pricing, Place, Promotion Strategy

Growing the Business

- Growth Strategies and Capability
- Strategic SWOT
- 10 step sales process

Approximate time to complete: 12 – 16 hours

Receive one-on-one online coaching support

Contact Amy to register – amy@coumansca.com.au or phone 03 5223 9200