

TRAINING BROCHURE
21ST CENTURY SALES AND MARKETING STRATEGIES MAY 2018

**N75,000
ONLY
(Promo)**

COURSE DESCRIPTION

It is difficult to effectively market any product today without observing the current situation and finding a way to overcome it. Even in the current business climate, the world's largest companies and operators are investing heavily in the emerging markets to capture market share. The global marketplace has become an active investment market for companies' growth opportunities. In this kind of environment, you need to have a clear understanding of your competitive differentiation and be able to create a strong and definitive brand proposition.

This Marketing and Sales training is carefully designed to prepare participants to sell products and services successfully. Effective and Efficient salesmen focus on the buyer's needs and provide solutions, they are not just about the sales transactions. The training objectives include learning how to analyze, present and negotiate effectively. Classes typically run with lectures, demonstrations or case studies, roles plays and group assignment. The course is essentially suitable for any organization that has a goal of increasing bottom-line profitability.

WHO SHOULD ATTEND

This Sales and Marketing course suits:

1. New and experienced Sales/Marketing staff
2. Sales Team lead/Sales Managers
3. Marketing and Business Managers
4. Business Developers
5. Customer Service Representatives

TRAINING PACK

- Customized training materials (Books, Slides and CBTs)
- Certificate of completion
- Profile/CV development
- Souvenirs
- **Lunch**

COURSE INFORMATION

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INFORMATION	TRAINING OPTION
Duration	4 Days
Weekend	N/A
Weekday	May 28, 29, 30 & 31 2018 (Monday - Thursday)
Time	10am – 4pm
Fee	N75,000.00

Venue:

LAGOS: 122A OBADINA STREET, OMOLE PHASE 1, IKEJA, LAGOS

PAYMENT DETAILS

Pay to:**Account Details:**

Bank – Guaranty Trust Bank

Account Number – 0107872158

Account Name – Astute Trainers and Consultants

Call 07038618751 or 07016727467 for registration details and further information

HOW TO REGISTER

1. Make payment before deadline date(s) as applicable
2. Email your name, phone no, amount paid and location of payment to contact@atcpm.com or astutepm@gmail.com
3. Once payment has been confirmed, you will receive an e-receipt in your email address and SMS confirming same.
4. Commence your training at ATC® designated venue on **your preferred start date** by 10am prompt.

TRAINING BENEFITS

- Sales and Marketing Skills drastically increases business growth
- The organization gets to possess a pool of high flying Sales team
- High Sales results
- Gain competitive advantage over others in the same industry
- Significantly improve your company profile and the profile of your sales team

COURSE CONTENT

Module 1 - Introduction to Sales and Marketing

Sales and Marketing in the contemporary world

What is a Market?

What is marketing?

Daily impacts of marketing

Module 2 – Essential Marketing Concepts

The Marketing Concept – Satisfying Your Customers’ Needs/Wants

Market Segmentation

Target Marketing

Target Market

Dissecting the 4 Ps of Marketing (Product, Price, Place, Promotion)

Marketing Research and Planning

The Marketing Plan

Components of a marketing plan.

SWOT

Introduction to Digital Marketing

Module 3 – Product Planning

Product design

Product positioning

Product life cycle

Branding, packaging, labeling

Extended product features – warranties

Module 4 – Sales

What is Sales?

Type of Sales

Sales and Cash flow management

Contemporary Sales Approaches

Critical Success factors for clinching sales deals

The Importance of Sales Goals

Setting SMART goals

Choosing a System that Works for you

CONTACT US

+234-701-672-7467, +234-703-861-8751

Email: info@atcpm.com, training@atcpm.com

Follow us on www.facebook.com/astutetrainersandconsultants

Website: www.atcpm.com