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# ISM Endorsed Core Marketing and Sales Skills for Business Professionals

## Why Attend

- A recently conducted benchmarking study by McKinsey & Company involving 15,000 employees at more than 140 leading B2B and B2B2C global businesses showed revenue growth at companies with more advanced marketing and sales capabilities tended to be 30 percent greater than the average company within their sector. Advanced marketing and sales are now becoming true cross functional competencies in the most successful organizations. Based on these facts, this course synchronizes sales, marketing and relevant digital practices to give business professionals of all levels and backgrounds a complete, in-depth and multi-dimensional insight into these disciplines. This course is a great opportunity to catch up with core practices and learn how these disciplines work together to create synergy and give your organization a clear competitive advantage in today's market place. You will get it all in one place and at one time. Take the challenge!

## Course Methodology

- In addition to the classical concepts, “Core Marketing and Sales Skills for Business Professional” uses a wide array of self-assessments, templates, group exercises, and relevant videos to help participants acquire the right marketing and sales competencies, and apply them in a seamless and professional manner.

## Course Objectives

By the end of the course, participants will be able to:

- Define the scope of marketing and sales and understand their functions and fit in a business organization
- Conduct an effective marketing audit to examine the micro and macro environments of the company in order to build a consistent marketing plan
- Blend and synchronize online and offline campaigns thanks to a clear understanding of the functions and platforms of digital marketing
- Master the selling process and develop sales opportunity plans to maximize sales revenues and profitability
- Develop marketing and sales metrics to measure performance and ensure it is aligned with set objectives and desired results

## Target Audience

- The course will be of interest to a wide range of marketing, PR, communications, sales and operations professionals. It addresses professionals wishing to understand and build first-time competencies in marketing and sales as well as current practitioners who would like to explore further skills in these disciplines.

## Target Competencies

- Marketing planning
- Marketing audits
- Digital marketing
- The sales process/the buying and selling process
- Sales opportunity planning
- Upselling and cross-selling techniques

### Scope of marketing and selling

- Definition and functions of marketing
- Definition and functions of selling
- Differences between marketing and selling
- Selling self-assessment readiness
- Marketing self-assessment readiness
- SMarketing - The new trend
- Running effective meetings between marketing and sales
- Sales and marketing communication tips

### Core marketing practices

- The marketing mix: setting the scene
- Understanding the marketing environment
- Various marketing analysis techniques:
  - Competition analysis
  - Michael Porter analysis
  - PEDSTLE analysis
- A suggested marketing plan framework:
  - SWOT analysis
  - TOWS analysis
- Criteria for prioritizing action plans
- Conducting a full marketing audit
- Writing the strategic marketing plan

## Foundations of digital marketing

- Traditional versus digital marketing
- Major digital marketing platforms for business
- Organic and paid search campaigns
- Auditing your website effectiveness
- Auditing your social media initiatives

## Core selling practices

- The sales process
- Prospecting and qualifying
- The pre-approach
- The approach
- Presentation and demonstration
- Overcoming objections
- Closing the deal
- Retention and follow up
- The buying and selling process
- Sales opportunity planning
- How to differentiate yourself from the competition
- Building strong business relationships
- Identifying the different buying personas
- Recognizing the different decision roles

## Measuring marketing and sales effectiveness

- Suggested sales KPIs and metrics
- Suggested marketing KPIs and metrics
- Creating an effective balanced scorecard

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