**FINANCIAL & BUSINESS ADVISORY ASSOCIATES**

Advisory\* Training\* Enterprise Development\*

MEMBER FIRM OF JCA INTERNATIONAL

In Association with the Manufacturers Association of Nigeria

***Marketing for Sales Professionals***

26th and 27th of May, 2016

Manufacturers Association of Nigeria

Main Secretariat, Km. 4, Ota-Idiroko Road,

Ota, Ogun State

**Financial & Business Advisory Services Associates**

**16 Udi Street**

**Osborne Foreshore Estate Ikoyi, Lagos**

**Building Your High Powered Sales Team**

The aim of our sales trainings is to help organizations empower their sales force by providing them with the knowledge, techniques and tools that are necessary for them to continue to deliver top level performance in a highly competitive market place.

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# **1. THE MARKETING FOR SALES PROFESSIONALS TRAINING**

## RATIONALE

Business performance can be substantially improved when sales and marketing are aligned.

The Marketing for Sales Professionals training will show participants the principles of business to business and consumer marketing and the skills of marketing practice. The course has been designed to help you practically apply marketing concepts and techniques to help meet your sales and marketing goals and deliver a return on your marketing investment

The course is ideal for sales professionals who have some responsibility for marketing, use marketing as part of their role, work alongside marketing or contribute to marketing decisions as it provides a well-grounded understanding of the marketing discipline and the linkage between the sales and marketing.

## OBJECTIVES/ LEARNING OUTCOME

At the end of this training, participants will be able to;

* Align your marketing and sales activities to achieve maximum impact
* Understand basic marketing concepts and relate them with the sales function
* Apply the Marketing Mix to understand and articulate their product/service offerings and position them well
* Conduct actionable marketing research that will help Identify gaps in consumer needs and provide appropriate recommendations
* Identify customers more effectively and conduct more reliable market segmentation
* Develop marketing communications that hit the right targets and appeal to them by understanding communications objectives and appropriate promotional channels to deliver persuasive messages to your target audience
* Price your products and services more effectively
* Close more business and increase profitability

## TRAINING OUTLINE

The training shall cover the following topics;

* Marketing fundamentals for the Sales Professional ( The link between theory and practice, Marketing Mix)
* Sales and marketing alignment audit
* Product Knowledge (Product Mix, Product Lifecycle, Concept of Product Line Length, Depth and Width).
* Customer Knowledge & Research (Understanding the buyers’ behavior and expectations)
* Competitive Advantage ( Branding, Positioning)
* Customer & Market Segmentation (Segmentation, Levels and basis of Segmentation, Targeting the Market)
* Customer Engagement ( Solution Presentation, Business Negotiation, Customer Service)
* Marketing Communications
* Distribution Channels & Territory Management
* Credit Control Management

# **METHODOLOGY**

In order to ensure true experiential learning, our methodology shall entail the use of the following;

• Presentations

• Visuals

• Videos

• Group Exercises

• Role Play

Feedback will also be sought to measure performance and in order to improve on the program and serve you better.

These shall be by;

• Administering tests on the participants to measure level of understanding at the end of the class room session

• Administering questionnaires on participants in order to take in their comments at the end of the class room session

• Administering questionnaires on supervisors 90 days after the end of the class room session to measure the improvements on the job

# **TRAINING LOCATION, DURATION & FEE**

**Location**

****The training shall take place in the following location;

Manufacturers Association of Nigeria

Main Secretariat

Km. 4, Ota-Idiroko Road,

Ota, Ogun State

**Duration & Time**

****The Marketing for Sales Professional module is designed to run for 2 days.

26th and 27th of May, 2016

**Pricing**

Our fees are NGN40, 000.00 per participant for MAN members and NGN50, 000 for non-member

The fee shall cover course materials and refreshments.