## \\ntsmdatlon03a\xbbkk3p$\My Pictures\TTT_Logo.png

## Advanced Strategic Marketing Management (2 Week) Date: View Online -- Venue: View Online-- Fee: £9,000

**Overview:**

Marketing is the art and science of targeting market segments and obtaining, maintaining and building loyalty through the use of effective communication and the delivery of superior service and value.

The largest and most successful corporations have displayed an ability to effectively market and sell their products and services.

The Training Tree Marketing Management & Sales Strategies program is a robust, dynamic and highly informative programme that covers ideas, techniques, tips and practical useful information behind the latest cutting edge principles within Marketing & Sales.

Participants will be able to manage, supervise and direct their own, and others, activities, whilst understanding key strategic issues and trends in the field. This includes the use of information to make critical decisions and the application of theories and techniques to practical realistic work situations in the sector.

The programme uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence.

**Objectives**

* Understand the psychology of marketing & selling
* Latest practical marketing & sales techniques
* Marketing and branding
* Internet marketing
* Success habits of the ‘greats’ in sales
* Knowledge that will help you to meet and exceed targets
* Marketing mistakes to avoid

**How this helps your organisation?**

* Delegate will be able to provide knowledge and insight into the implementation of the fundamental principles of marketing management and sales
* Conduct a review of the current status of the marketing department
* Yield improved results by implementing an effective marketing strategy
* Delegates will provide the organisation with the skills and instruments to improve marketing in both long term and short term
* Improve the skills and morale of organisations employees through increased knowledge, confidence and capability

## How this helps you personally?

* Speak confidently at a senior level about marketing strategies
* Understand how to apply the most optimum practices
* Learn from the experience of other delegates and the trainer
* Attain a strong knowledge of the principles of marketing management
* Add value to your knowledge and competency
* Improve your prospective career opportunities through self-development

**Course Structure**

### Strategic Planning Background

* Why plan?
* Brief review of Marketing, Branding & Differentiation
* Segmentation – identifying an attractive market gap
* Alignment with the company’s aims and objectives
* The 7 Ps of Marketing
* Case Study & Videos

### How to Write a Strategic Marketing Plan

* Situation Analysis – Internal and External Reviews (Competitive, Environmental Analysis)
* SWOT – theory and development for your business
* Choosing the right Marketing Mix to meet your objectives
* Developing Marketing Action Plans – Exercise
* Timings, Budgets and Measurement of Success
* Case Study & Videos

**The Product**

* New product development
* Developing a range of products
* Understanding the product life cycle
* Developing strategies for different stages of the life cycle
* Branding decisions
* Packaging and labelling
* Case Study & Videos

**Place:**

* Selecting the right distribution channels
* Selling though retailers, wholesalers and other resellers
* Selling directly to consumers
* Using the internet to sell products and service
* Case Study & Videos

**Developing a Customer-Led Approach to Marketing**

* Market research and gathering market intelligence
* Getting inside the mind of the buyer
* Developing a USP which matters to the buyer
* Understanding trends and anticipating customer wants and needs
* Market Segmentation and Positioning
* Strategies for marketing to consumers, organizations and resellers
* Case Study & Videos

**Marketing, branding and Internet technology**

* Designing a marketing programme
* Understanding the various forms of marketing
* Brochures, print ads and newsletters
* Working with the media
* Internet Marketing
* Case Study & Videos

**Price**

* How your price positions you in the mind of the buyer
* Pricing strategies and decisions
* Considerations when choosing a price: product mix, promotional pricing, geographical pricing
* Case Study & Videos

**Sales Cycle**

* Understanding the sales cycle
* Characteristics of successful sales people
* Effective networking strategies
* Creating the right impression
* How to approach and sell to top executives
* Case Study & Videos

**Sales Planning**

* Strategic planning and setting objectives
* Customer based selling
* Dressing for success
* Easing tension levels
* Effective questioning techniques
* The power of listening
* Developing a winning attitude
* Case Study & Videos

**Psychological Factors**

* Dealing with different personalities
* Body language
* Closing and overcoming objections
* Developing the habits of successful salespeople

**Course Dates:** Weekly

**Venue:** View Online

**Address:** Radisson Hotel

**Fee:** £9,000