MERCURY

The Sales & Marketing Management Mini Master

13 – 17 September 2027
Johannesburg (South Africa)



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Ref: 5009_1052349 **Date:** 13 – 17 September 2027 **Location:** Johannesburg (South Africa) **Fees:** 5300 Euro

Introduction to the Mini Master Program

The purpose of this Mini Master in Sales and Marketing Management is to empower you with the mastery of marketing management tools, models, and theories that will enable you to build enduring and influential brands.

This comprehensive sales and marketing management program addresses today's sales managers' and marketers' challenges, blending strategic theory with real-world practicality.

This sales and marketing management course will provoke thought on the power of marketing, exemplified by high-value brands like Prada and Ferrari, who have mastered the art of selling products at premium prices.

Who Should Enroll in this Mini Master

- Marketing professionals.
- Public relations practitioners.
- Marketing managers.
- Sales managers.
- Brand managers.
- Business owners.
- Sales professionals.

Course Objectives

Upon completing this sales and marketing management masters-level training, participants will be able to:

- Learn techniques for interviewing and recruiting top sales talent.
- Build, manage, and evolve high-performing sales teams.
- Navigate the modern Sales Manager's multifaceted challenges.
- Understand marketing models and adjust the marketing mix effectively.
- Execute a successful marketing campaign, from audit to segmentation, positioning, value creation, and capture.
- Manage brand and product portfolios with a strategic marketing tactical mix.

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Targeted Competencies

At the end of this sales and marketing management course, the participants will be able to:

- Analyzing markets and creating effective marketing strategies.
- Grasping the full impact of the marketing mix.
- Leveraging the sales process and personal time efficiency.
- Marketing planning and execution.
- Performing marketing audit.
- Marketing research.
- Understanding customer needs and business intelligence gathering.
- Developing management and leadership skills.

Mastering Sales and Marketing Management Course Content

Unit 1: Building and Selecting Sales Teams

- Techniques for attracting, recruiting, and retaining top sales talent.
- Interview skills.
- Appraisal skills for sales team efficiency.
- Job requirement accuracy.
- Effective succession planning.
- Coaching techniques and incentive management for sales managers.
- Defining and differentiating roles such as leader, manager, coach, and mentor.
- Strategies for interdepartmental communication.
- Team motivation strategies.
- Cultivating a strong sales culture within the organization.

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Unit 2: Managing The Sales Team

- Implementing educational strategies to enhance team knowledge.
- Innovative motivation techniques.
- Out-of-the-box thinking.
- Understanding the 4 stages of team development.
- Managing diverse personality types effectively.
- Building capacity and resilience within the sales team.
- Exploring different models of management.
- Your styles of management.
- Addressing personal change resistance.
- Situational leadership.

Unit 3: Marketing Definitions, Purposes, and Process

- Define "What is Marketing? What is it not?"
- Understand the marketing model.
- Understand the issues raised by the marketing model.
- Understanding 'good' marketing.
- Understanding the marketing process.
- Understand how to write a marketing plan.
- The strategic market audit.
- Market research.
- Types of research.
- Role in decision-making.
- Understanding the strategic audit.
- Tools and techniques of analytical models.
- PESTLE.
- Directional policy matrix.
- Porter's 5 forces.
- Market mapping.

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Unit 4: Strategic Positioning

- Learn how to do visioning and objective-setting.
- Learn how to develop growth strategies.
- How will we grow?
- How will we compete?
- What will drive us?
- Who will we serve?
- Branding.
- Brand positioning.
- Valuing the brand.
- The overall brand architecture.
- Delivering the value.
- Analyze the competitive environment and position your firm.
- Learn how to segment markets properly.
- Learn how to develop a compelling value proposition for your brand
- Learn how to conduct relationship management.
- Learn how to execute brand management strategies.
- Learn how to ensure all aspects of the marketing mix are functionally aligned.
- Learn how to manage a portfolio of products for optimal profit.

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Unit 5: The Tactical Mix and Action Planning

- Learn how to create and carry out a tactical audit.
- Customer satisfaction surveys.
- Tracking promotional spend effectiveness.
- Managing a portfolio.
- Marketing a service.
- The product life cycle management.
- Commodity products.
- Added value products.
- Channel management.
- Logistics and supply chain management.
- The marketing/sales interface.
- Purpose.
- Campaign planning.
- Selecting and briefing an agency.
- Pricing methods.
- Competitive pricing strategies.
- Open book pricing.
- Pricing self-assessment.
- Place of the supply channels.
- The promotions.
- The price.
- A Marketing health check.
- Create effective action plans.