



Sales & Marketing Strategies Training  
Conference





# Sales & Marketing Strategies Training Conference

## Introduction

In today's society, successful organizations have a unique ability to market and sell their products and services. The sales and marketing strategies conference is a fast-paced, dynamic, and highly informative program that covers ideas, techniques, tips, and practical, useful information.

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

## Understanding Marketing and Sales Strategy

This sales and marketing workshop will delve into the essence of formulating a cohesive marketing and sales strategy. Understanding marketing and sales strategy is vital for aligning organizational goals with market needs.

Whether designing a marketing sales seminar, attending a marketing and sales workshop, or participating in a larger sales and marketing conference, this section will provide insight into developing actionable marketing sales strategies and defining a solid marketing and sales strategy for your business.

## Targeted Groups

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners

## Conference Objectives

At the end of this sales and marketing training conference, participants will be able to:

- Understand the psychology of selling.
- Learn practical sales tools and techniques.
- Understand marketing and branding.
- Learn about Internet marketing.
- Learn the success habits of the 'greats' in sales.
- Gain knowledge that will help you to meet and exceed targets.
- Understand the customer service impact on sales.
- Maximize their marketing sales strategies.
- Avoid marketing mistakes.
- Learn about branding.
- Explore marketing and sales strategies.
- Learn about search engine optimization SEO.

## Targeted Competencies

By the end of this sales and marketing training conference, target competencies will be able to:

- Marketing planning.
- Marketing audits.
- Marketing communications.
- Marketing research.
- Evaluating customer needs, gathering intelligence, and understanding the business context.
- Leveraging the sales process, executing plans, and maximizing personal time.

## Conference Content

### Unit 1: The Sales Cycle and Finding New Clients

- Understanding the sales cycle.
- Characteristics of successful salespeople.
- Effective networking strategies.
- How to work a room.
- Creating the right impression.
- Developing your elevator pitch.
- How to get referrals.
- Swap meetings.
- Clubs and social networking.
- Centers of influence.
- How to approach and sell to top executives.

### Unit 2: Planning, Qualifying, and The Discovery Process

- Strategic planning and setting objectives.
- Qualifying buyers.
- Customer-based selling.
- Dressing for success.
- Easing tension levels.
- Effective questioning techniques.
- The power of listening.
- Developing a winning attitude.

### Unit 3: The Psychological Factors of Selling

- Dealing with different personalities.
- Body language.
- Closing and overcoming objections.
- Neuro-Linguistic Programming NLP.
- Developing the habits of successful salespeople.



## **Unit 4: Advanced Sales Skills**

- Time and focus management.
- Counselor selling.
- Attitudes, beliefs, and outcomes.
- How to present to groups.
- Customer services and the effects on sales.
- Advanced negotiation skills.
- Goal setting.
- Walking with tigers - secrets of the world best.
- Action planning.

## **Unit 5: Marketing, Branding, and Internet Technology**

- Designing a marketing program.
- Understanding the various forms of marketing.
- Brochures, print ads, and newsletters.
- Working with the media.
- Soundbites.
- 4D branding.
- Website development and design.
- Website optimization.
- Marketing on the Internet.