



Sales & Marketing Strategies



10 - 21 March 2025



Madrid (Spain)

# Sales & Marketing Strategies

course code: P4072 From: 10 - 21 March 2025 Venue: Madrid (Spain) - course Fees: 6750 Euro

## INTRODUCTION

In today's society, the successful organisations have a unique ability to market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic and highly informative programme that covers ideas, techniques, tips and practical useful information. The programme uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence. In the programme you will learn how to:

- Understand the psychology of selling
- Practical sales tools and techniques
- Marketing and branding
- Internet marketing
- Success habits of the 'greats' in sales
- Knowledge that will help you to meet and exceed targets

## PROGRAMME OBJECTIVES

- The sales cycle
- Characteristics of successful salespeople
- How and where to find new clients
- How, where and when to network
- Planning and setting targets
- How to use the phone effectively to set up appointments
- Phoning scripts that work
- Dressing for success
- Developing rapport and easing tension levels
- Powerful questioning and listening skills
- How to close sales and overcome objections
- Customer service and the impact on sales
- How to deal with different personality types
- NeuroLinguisticProgramming and the impact on sales
- Overcoming fears and limiting beliefs
- Understanding body language
- Time and focus management
- Communication and negotiation skills
- The power of goal setting
- How to develop a winning attitude
- Habits of highly successful people
- Maximizing your marketing programme
- Brochures, print ads, radio and TV
- Marketing mistakes to avoid
- Working with the media
- Branding
- Internet marketing strategies
- Search engine optimization

## **PROGRAMME OUTLINE**

### **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 speech
- how to get referrals
- swap meetings
- clubs and social networking
- centers of influence
- how to approach and sell to top executives

### **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

### **The psychological factors of selling**

- dealing with different personalities
- body language
- closing and overcoming objections
- NeuroLinguisticProgramming
- developing the habits of successful salespeople

### **Advanced sales skills**

- time and focus management
- councilor 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 worlds best
- action planning

### **Marketing, branding and internet technology**

- designing a marketing programme
- 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