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SALES AND MARKETING



Introduction

This sales and marketing evening course will allow trainees to strengthen the relationship between sales and marketing departments within a company. It will also allow those working within the industry to gain more value from the sales environment, allow them to extend their online business presence and improve the communications function.

On completion participants will be able to understand the principles and practices of effective sales and marketing, be able to develop a corporate brand, and present sales and marketing pitches with greater authority.

Target Group

This sales and marketing course has been developed to meet the needs of working professionals, managers and supervisory staff, from various non-marketing and sales backgrounds, who may wish to develop skills and techniques to effectively function within the areas of sales and/or marketing.

Couse Duration

The course will take 5 days. Each day will comprise of six contact hours which will include practicals and class teaching.

Course Module

- The Essentials of Sales and Marketing
- Services Marketing
- Marketing Communications
- Digital Marketing
- Development & Role of Selling in Marketing
- The Sales Environment
- Sales Responsibilities & Preparation
- Sales Management Organisation & Control

Mode of training

We endeavor to deliver training as per the needs of trainees. For this course, we will use various methodologies all of which are



participant centered. Particularly trainers may use;

- Open triangle content discussion
- Case discussions
- Illustrative training using aids of various types as may be necessary
- Group and individual tasks assignments
- Business games
- Simulations

Reading Material

PLCL will provide relevant reading material which participants will use on and after training.

Certification

The course will be certified either by PLCL or by PLCL in partnership with other organizations that will have sponsored the respective courses.