
An Introduction to Marketing & Sales

This course is for those looking for a career in sales or marketing within a Hi-Tech or Manufacturing environment.

A General Course for Start-up Business Owners:

1. Definitions
2. Change
3. A Philosophy for Success
4. Planning & Organising
5. Working Smarter
6. Speaking & Presentation Skills
7. Business Report Writing
8. The Role of the Consultant [outsourced functions]
9. Consultant / Client Meetings

Outcomes:

What the trainees will learn:

1. Understand the importance of integrated sales & marketing activity.
2. The right attitude towards potential and existing clients.
3. How to organise time profitably.
4. How to balance activities for results.
5. How to convey results and activities internally.
6. How to cope with a technical sale.
7. How to behave at a client meeting.

This is a three-day course with group work, activity and participation. It covers some of the basics of both marketing and sales.

COST: £450 per delegate

To book this course for your sales or management team contact:

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