

ADVANCED MARKETING AND BUSINESS DEVELOPMENT

Re-evaluate your sales and marketing strategy

Overview:

An extremely thought provoking day which allows delegates to consider and re-evaluate their entire sales and marketing strategy. The programme maps out the key areas of any sales and marketing process and asks delegates to test and measure new models and strategies to find better results.

The programme is suitable for small and medium sized business owners, sales and/or marketing managers and directors, and all those charged with delivering improved revenues at any level whether from the private or not-for-profit sectors. On- and off-line strategies are covered as well as methods for linking them together.

Dates & venues: See www.impellus.com/open-courses/schedule or you can call 0800 619 1230

9:00 - 9:30	Delegate registration, refreshments, networking opportunity
9:30 - 9:45	<ul style="list-style-type: none"> • Welcome, overview and introduction to the programme • Objectives for the day
9:45 - 11:15	<ul style="list-style-type: none"> • Understanding the principles of successful marketers and strategy makers • Identifying when to do more, when to do less, when to drop altogether • Defining and implementing processes that produce results • Testing and measuring - the key (but only when implemented correctly) <p><i>The beginning of the day will open delegates up to the day's subject matter and allow them to review the strategies and processes in their own businesses or departments. They'll begin to model out what's actually happening in their sales and marketing and start to identify specific areas for improvement</i></p>
11:15 - 11:45	Break
11:45 - 13:00	<ul style="list-style-type: none"> • Testing price, value and elasticity • Advanced communications techniques for use in sales and marketing • Addressing the reasons why customers leave • Making decisions on marketing <p><i>This session focuses on the key areas for attention in any sales and marketing process to create a significant difference to the organisation's return on investment. Includes many techniques that can be implemented for no, or very little, cost</i></p>
13:00 - 14:00	Two course hot and/or cold lunch
14:00 - 15:00	<ul style="list-style-type: none"> • On line marketing and significant current trends • The much misunderstood properties of internet marketing • Fitting social media into the model and making it actually pay • Fitting online and offline models together <p><i>This session looks at online sales and marketing. The session looks at current trends and also identifies where many companies go wrong with internet marketing - usually by ignoring some simple principles</i></p>
15:00 - 15:30	Break
15:30 - 16:30	<ul style="list-style-type: none"> • Specific discussion points and motivating your team • Bringing it all together and action planning <p><i>The final part of the day looks at how to motivate our internal teams more effectively so that we can instigate our plans. It also provides an opportunity for delegates to ask any outstanding questions they might have before writing up their own learnings and action plans</i></p>