

Marketing Essentials

Overview:

This course provides participants with an understanding of critical marketing activities, as well as a framework for achieving company marketing goals and improved profits. Participants are introduced to key marketing tools, to identify customer needs and develop marketing plans, as well as looking at the effective use of the telephone as a marketing tool. After completing this course participants should know how to:

- Identify the role and function of marketing within an organisation
- Develop effective marketing strategies and plans
- Utilise a number of marketing tools
- Develop a framework for marketing plans
- Maximise the effectiveness of the telesales calls
- Develop a list of prospective telesales clients
- Build and maintain relationships with prospects
- Resolve customers' objections
- Close the sale and identify cross-selling opportunities

Designed for: All staff

Duration: 1 day

Content:

Introduction to marketing

- What is marketing?
- Development of marketing
- Marketing versus selling
- Marketing management
- Strategic planning
- The marketing plan
- Evaluating your business
- Your ideal customer
- Defining your business to potential customers

Market segmentation

- What is market segmentation?
- Benefits of market segmentation
- Limitations of market segmentation
- Segmenting a market
- Market segmentation processes
- Conditions required for effective segmentation

Marketing tactics

- Reaching potential clients
- Seminars
- Telemarketing
- Direct mail
- Referrals
- Newsletters, publications or emails
- Mass-media advertising
- Lists, directories and databases

Marketing plans

- Planning
- Clarification of objectives
- Identifying a strategy
- Designing a marketing plan

Selling and the telephone

- Strengths of the telephone
- Benefits of effective tele-selling
- Successful and unsuccessful salespeople
- Why is selling over the phone effective?

Call technique

- Process of a call
- Getting ready
- Attitude is your key to success
- Your attitude toward selling
- Voice assessment
- Product knowledge
- Practice your message
- Ask the right questions
- Reading your customer's behaviour
- Getting past the gatekeeper
- Questions about the decision making process
- Listening attitude: your key to success
- Dealing with objections
- Getting support

Making the call

- Strategies to reach your target
- When you reach your prospect
- More effective phone techniques

The sales process

- Making the sale
- Step one: gathering information
- Establishing trust and building rapport
- Step two: benefits and features
- Features and benefits
- Step three: closing the sale
- Developing goals
- The do's and don'ts of tele-selling
- Call follow-up
- Cross-selling
- Sample follow-up letter

Role play

Actions



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