

Helping Create Performance Excellence

# Sales & Marketing Manager Skills

2 Week Training Program

✓ **Providing Critical Business and Leadership Capabilities**

## A 2 Week Training Program

### Workshop Overview

In this program you will learn about...

1. Practical Skills
2. Good Practices and Best Practices for:
3. Understanding Business Environment;
4. Understanding & Fulfilling Customer Expectations;
5. Negotiating Skills:
  - a. Understanding the Process,
  - b. Preparation for Negotiations
6. Setting Appointments
7. Presenting Products
8. Developing Sales Plans
9. Developing Proposals
10. Managing Sales Team
11. Coaching Team Members
12. Customer Relationship Management
13. Strategies & Projects for Exceeding Customer Expectations
14. Leadership in Sales & Marketing

### Workshop Content

In this program you will learn about...

1. Understanding Business Environment
  1. Regulatory
  2. Commercial
2. Understanding & Fulfilling Customer Expectations
  1. Products
  2. Services
3. Negotiating Skills
  1. Understanding the Process
  2. Preparation for Negotiations
  3. Negotiating Tactics
4. Developing Entrepreneurship
  1. Personal Skills
  2. In Teams
5. Identifying New Customers
15. Preparing an Action Plan.
16. Setting up Early warning system to Provide Decision Support Data
17. Workshop Case Studies 1
18. Workshop Case Studies 2
19. Program Recommendations
20. An Individualized Action Plan for each Participant.

## Sales & Marketing Manager Skills Training Workshop (BSM702)

### Workshop Outcomes and Take-Away/s

Euro Training is in the business of providing practical useful training programs. Programs that

1. Help the participant implement improvements in his organization.
2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

**Typical participant will take away a personalized action plan** for himself, his business unit or his organization on how to apply the program contents to improve performance. The action plan may have two components:

1. A Personal Action Plan
2. A Business Unit/Organizational Action Plan

### Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways

1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
  1. Training New employees
  2. Competency Building in Existing Employees Transferred to a New Assignment
  3. Training Prior to a New Project or Initiative Planned in the Organization
2. Create Competency in the employee to perform his job well. including in relation to
  1. Relevant Technical Knowledge, Skills and Competencies

2. Organizations' Strategic Objectives
3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
4. Good Management Practices
5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
3. Create a pool of trained manpower who can cost-effectively disseminate the knowledge to large number of employees inside the organization. This is made possible by Euro Training's unique easy to understand and use methodology based on Checklist & Quality Assurance Approaches.
4. Euro Training Instructors often act as mentors for your trained employees. A most effective way to ensure effective competency development and application by your motivated staff. We do have consultants available across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans)

### Participant Individual Career Benefits

1. You gain a multi-discipline understanding of the issues. Meaning when you make proposals and decisions on your related job you will keep in mind the needs and expectations of ALL the stakeholders/ customers (internal & external)
2. The action plan you take away will help you make a difference in your business unit or organization. This difference when added to your resume will make you a prime candidate for career advancement in your own organization or in your next job/s.
3. Understanding and acting with understanding of the Needs and Expectations of your stakeholders/ customers is known to enhance Job

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Satisfaction and reduce Monday Morning Blues.

4. As one of your stakeholders/customers is Executive Management, therefore the program ensures you will know the Strategic Imperatives that Drive the Organization's Efforts in your relevant job area. In the process enabling you to make a leadership contribution.

### This Workshop is intended for...

**Those new to the field** take away a good multi-discipline understanding of the issues involved in the program works. It helps them become productive quickly and builds in them a knowledge framework that will help identify, understand, classify and remember on the job experiences in his memory.

**More experiences participants** take-away an individualized action plan as mentioned elsewhere in this technical sheet.

**Implementation Teams:** This program can be used to train implementation teams where...

1. a new project or initiative being started in your organization
2. a new strategic focus is being initiated
3. just prior to a Consultant being hired to advise the organization.

Each participant will take away a memorable and potentially life changing experience from the program.

No limitations are being placed on who can attend. If you are interested in the Program Outcomes and Takeaways, or, feel you can benefit from the Organizational and Personal Benefits mentioned above - You are Invited to Register for this Program. Program Instructors have the knowledge, experience and access to resources required to customize the program to the specific job related needs of each program group.

All Managers, Engineers and Professional Staff.

### Language of Instruction

Unless otherwise stated the program instruction is in Standard Day-to-Day English. Participants can request the instructor to provide a program vocabulary which will ensure they have no problem understanding the content.

Other language versions are being developed by our consultants and regional partners including program in **French, German, Spanish and Arabic**. Please do contact us for your specific language needs.

### Registration Recommendations

**Team Nominations:** Since the program aims to ensure the participants have his individualized improvement plan at the end of the program, and foreseeing the effort involved, anticipating resistance and implementation requirements it is recommended that the organization nominate **at least two participants together** (three will be more desirable to allow for attrition) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

**Single nominations** will also be accepted for the program.

### This Workshop is Intended for...

All aspirants to Sales & Marketing Manager Assignment.

Sales & Marketing Managers looking to develop and upgrade their skills.

### Language of Instruction

Unless otherwise stated the program instruction is in Standard Day-to-Day English. Participants can request the instructor to provide a program vocabulary which will ensure they have no problem understanding the content.

### For Latest Program Schedule Email..

[bsm702@EuroTraining.com](mailto:bsm702@EuroTraining.com)

[www.eurotraining.com/bro/bsm702.php](http://www.eurotraining.com/bro/bsm702.php)

<b>REGISTRATION FORM</b>	
<b>Program:</b>	<b>Sales &amp; Marketing Manager Training (BSM702)</b>
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
Sponsored by:	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

## REGISTRATION INFORMATION

- To register:** Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
- Program Fee is
  - USD \$8,900 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kuala Lumpur is \$9,790 per participant)
- Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
- Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
- Refund will not be considered where the participant cancels his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
- All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
- It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
- Provisional Registration:** You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
- Please note: No Live Voice Requests for Registration or Provisional Registrations.