

The Mini Master in Sales and Marketing Management is designed to equip you with a thorough understanding of marketing management tools, frameworks, and theories that will enable you to build influential and long-lasting brands.

This extensive program addresses the key challenges faced by today's sales managers and marketing professionals, integrating strategic theory with practical, real-world applications. The course highlights the power of marketing by examining examples of high-value brands like Prada and Ferrari, demonstrating their mastery in positioning and selling products at premium prices.

Who Should Enroll in this Mini Master

- Marketing professionals
- Public relations practitioners
- Marketing managers
- Sales managers
- Brand managers
- Business owners
- Sales professionals

Course Objectives

By completing this advanced sales and marketing management program, participants will be able to:

- Learn effective techniques for interviewing and recruiting top-tier sales talent.
- Build, manage, and enhance high-performing sales teams.
- Tackle the modern challenges of a Sales Manager's role.
- Understand marketing models and adapt the marketing mix for optimal effectiveness.
- Execute successful marketing campaigns, covering the entire process from audit to segmentation, positioning, value creation, and capture.
- Strategically manage brand and product portfolios using a tactical marketing mix.

Targeted Competencies

At the conclusion of this course, participants will be able to:

- Analyze markets and develop effective marketing strategies.
- Grasp the full impact and application of the marketing mix.

- Optimize the sales process and personal time management for maximum efficiency.
- Plan and execute comprehensive marketing campaigns.
- Perform thorough marketing audits and conduct insightful marketing research.
- Understand customer needs and gather critical business intelligence.
- Develop essential management and leadership skills.

Mastering Sales and Marketing Management Course Content

Unit 1: Building and Selecting Sales Teams

- Techniques for attracting, recruiting, and retaining top-tier sales talent.
- Mastering interview skills and sales team performance appraisals.
- Defining job roles accurately and implementing effective succession planning.
- Coaching strategies and incentive management for sales managers.
- Differentiating between leadership, management, coaching, and mentoring roles.
- Fostering interdepartmental communication and motivating the team.
- Cultivating a strong sales culture within the organization.

Unit 2: Managing the Sales Team

- Educational strategies to enhance team knowledge and performance.
- Innovative motivation techniques and fostering out-of-the-box thinking.
- Understanding the four stages of team development and managing diverse personalities.
- Building resilience and capacity within the sales team.
- Exploring different management models and your personal management style.
- Addressing resistance to change and applying situational leadership.

Unit 3: Marketing Definitions, Purposes, and Processes

- Defining marketing and understanding what it is and what it is not.
- Analyzing and utilizing the marketing model.
- Recognizing the critical issues raised by the marketing model.
- Writing effective marketing plans and conducting strategic market audits.
- Understanding market research, types of research, and its role in decision-making.
- Utilizing tools like PESTLE, Porter's Five Forces, and market mapping in strategic analysis.

Unit 4: Strategic Positioning

- Visioning and setting clear objectives for growth.

- Developing competitive growth strategies and identifying key drivers for success.
- Creating and positioning the brand, understanding brand value, and brand architecture.
- Analyzing the competitive environment and developing effective market segmentation.
- Crafting compelling value propositions and executing brand management strategies.
- Ensuring alignment across all aspects of the marketing mix for brand consistency.
- Managing a portfolio of products to maximize profitability.

Unit 5: The Tactical Mix and Action Planning

- Conducting tactical audits and managing customer satisfaction surveys.
- Tracking the effectiveness of promotional spend and managing product/service portfolios.
- Understanding the product life cycle and managing commodity versus added-value products.
- Exploring channel management, logistics, and the supply chain interface.
- Creating comprehensive campaign plans, selecting and briefing agencies.
- Implementing competitive pricing strategies and understanding pricing self-assessments.
- Conducting a marketing health check and developing effective action plans.