

## **Sixteen-Hour Sales and Marketing Training Program**

### **Day 1: Fundamentals of Sales and Marketing**

#### **Session 1: Introduction to Sales and Marketing (2 hours)**

- Overview of Sales and Marketing Functions
- Importance of Sales and Marketing Alignment
- Key Concepts and Principles in Sales and Marketing

#### **Session 2: Understanding Customer Needs (2 hours)**

- Identifying Target Markets and Customer Segments
- Conducting Market Research and Analysis
- Developing Buyer Personas

#### **Session 3: Sales Techniques and Strategies (2 hours)**

- Sales Process Overview: Prospecting to Closing
- Effective Sales Techniques and Negotiation Skills
- Building and Maintaining Customer Relationships

#### **Session 4: Marketing Strategies and Campaigns (2 hours)**

- Marketing Mix: Product, Price, Place, Promotion
- Creating Marketing Campaigns and Initiatives
- Measuring Marketing Performance and ROI

### **Day 2: Advanced Sales and Marketing Strategies**

#### **Session 5: Digital Marketing Essentials (2 hours)**

- Introduction to Digital Marketing Channels (e.g., SEO, PPC, Social Media)
- Developing Digital Marketing Strategies
- Implementing and Optimizing Digital Marketing Campaigns

#### **Session 6: Brand Management and Positioning (2 hours)**

- Importance of Branding in Marketing
- Brand Identity Development
- Strategies for Brand Positioning and Differentiation

#### **Session 7: Sales Forecasting and Pipeline Management (2 hours)**

- Sales Forecasting Techniques and Methods
- Managing Sales Pipelines and Opportunities
- Utilizing CRM Systems for Sales Management

### **Session 8: Sales and Marketing Analytics (2 hours)**

- Introduction to Sales and Marketing Analytics
- Key Metrics and KPIs for Sales and Marketing Performance
- Using Data Insights to Drive Decision Making

Throughout the training program, interactive discussions, case studies, role-plays, and hands-on exercises will be used to engage participants and reinforce key concepts. Participants will leave equipped with practical strategies and techniques to enhance their sales and marketing effectiveness and drive business growth.