



- ▶ presenting to sales people in the way they understand

Great marketing plans will not work wonders unless they are well executed. Before a marketing activity can be well executed, it must first be well understood by the sales team. Hence, it is important marketers make the best out of the periodic sales and marketing meetings by presenting marketing activities the way the sales people can understand. With understanding then comes commitment.

Objectives:

Upon completion of this course, participants will:

- Understand what motivates or de-motivates sales people.
- Know how to identify or add sales benefits into marketing activities for better execution.
- Understand the sales lingo and key words during presentation to sales.
- Understand the sales execution and understanding are closely related.
- Able to present to sales people the way they understand.
- Able to use different techniques to communicate the marketing plans more effectively for better execution.

Contents:

- Understanding sales people
 - Problems faced by sales people and how Marketing can help
 - Identify sales hot buttons and how to use them effectively
 - Learning motivation beyond monetary incentives
 - How to create 'aura' for sales attention
 - Importance of 'market intelligence' and 'politics in a sales department
- Selling to sales
 - Techniques to excite sales people for best attention
 - How to re-write the marketing presentation in sales lingo
 - Do's and don'ts for a good presentation to sales team
 - How to use incentives effectively
 - How to identify and convince 'informal' leaders for maximum influence
- Keeping message alive
 - How to remind sales people frequently formally and informally to sustain attention
 - How to use pressure and motivation to influence sales people

Learning Outcome:

- Participants understand the sales execution and understanding are closely related
- Participants are able to present to sales people they way they understand
- Participants are able to use different techniques to communicate the marketing plans more effectively for better execution.

Date of Commencement: 2, 4, 9 & 11 Jun 2010

Duration: 4 evening sessions

Time: 7.00pm -9.30pm

Venue: IACT College

Fees: RM400 per participant

HRDF Training Grant: SBL

Suitable for Marketing or Trade Marketing executives/managers who organise promotional activities or launches and are responsible to present to Sales during Sales and Marketing meetings.