



~ *Developing People and Business Internationally* ~

The Magic of Marketing!!

CORPORATE TRAINING

The importance

Sales & Marketing and the two front-line functions of any organisation that helps reaps in the revenue. Getting a team of “magical” marketing and sales personnel is the dream of every organisation.

This program seeks to demythify the business realities of Marketing and Sales, and equip executives with the mindset, skills and knowledge needed to be an effective marketing & sales personnel.

Course contents

- ◆ Understanding the Magic of Business
- ◆ What is so fantastic about Marketing & Sales?
- ◆ Marketing Environment
- ◆ Understanding the Customer
- ◆ The TRUTH about Strategy: Research & Planning
- ◆ Action Planning
- ◆ Marketing tools:
 - Branding
 - Packaging
 - Advertising
 - Public Relations
 - Promotions

Bringing everything together: the Magic!

Benefits

At the end of this workshop, participants would be able to:

1. Understand the *Magic* of business in relations to marketing and sales
2. Complete an action plan for marketing
3. Understand and apply strategic mindsets to marketing and sales
4. Build confidence in individuals and teams

RV's teaching methodology

This program is essentially participative and practical. Emphasis on learning through experience, both from structured exercises and group discussions lead the way to effective understanding.

Who should attend?

This is a star program that will benefit everyone in the art of marketing

Rewards

Certificates of participation will be issued to all those who have attended the entire session and participated actively in the program.

2 Days, 9am to 5 pm