



International Diploma

in

Sales Management and Marketing

A Program which provides training for career success in the vital fields of sales and marketing, and the skills needed for success as a manager in marketing and sales.



Marketing is often viewed as the most important function of any organisation; without effective marketing activities an organisation will be out of touch with customer needs, market situations and developments; and customers will not know about or have access to the products and services of the business. Along with the top-class selling ability required for success, knowledge is needed about markets, market research, distribution channels, marketing strategies, advertising, publicity, public relations, pricing strategies and more. Sales/marketing managers must also manage staff: recruit, motivate, guide, train and control them, and plan and organise their activities. This practical Program provides training on the wide-ranging duties of sales and marketing managers in the highly competitive world of business

Course Content

Module 1 - The Importance of Selling and Salesmanship in the Modern Commercial World

The persuasion factor
The meaning of “commercial” selling
Profit:
the profit motive
the factors of production
justification and practical example
Why products must be sold
Products:
goods and services
why people buy
Types of enterprises:
industrial
trading/distributive
service-providing
the interdependence of enterprises
The vital role of commercial selling
The art and skills of salesmanship
Customer wants, needs and “demands”
The “benefits” of products:
why they need to be sold

Sales Personnel in Personal Selling

Ingredients required for a sale:
seller, product, customer
What is meant by personal selling
Qualities and personality traits needed for success in personal selling
Developing the right personality
Adapting personality to circumstances and situations

Products

Differences between goods and services
Necessities or essential products:
staple products
Non-essential products or luxuries
The “choice” factor
Importance of gaining full product knowledge
Using product knowledge correctly in practice
Sales demonstrations
Product knowledge of services
Special skills and qualities required in selling services

Module 2 - Buyers

Differences between:
consumers and corporate buyers
Buying motives of consumers
The importance of recognising buying motives
Adapting sales presentations to appeal to different buying motives
Buying motives of corporate buyers
Corporate buyers who are also sellers
Professional buyers
The characters of buyers:
appealing to and dealing with different temperaments encountered in buyers
Securing and retaining regular customers

The Steps in a Selling Transaction

Attracting favourable attention to a product
Arousing and maintaining interest in the product
Creating and fostering a desire to buy the product
Convincing prospects of the benefits of the product
Persuading the prospect to buy - creating a customer
Leading prospective consumer customers and corporate buyers through the five steps
practical examples
Retaining and selling to regular customers

Sales Displays and Demonstrations

The importance of attractive displays:
essentials for effective displays
Window displays:
construction, important features
Interior displays:
important features, safety and security precautions
Displays as sales aids
The meaning and importance of demonstration
Training for demonstrations
The steps in a demonstration examined
Practical example of a demonstration
Selling the “benefits” of services

Related and Ongoing Sales

What “related sales” are:
their value to sales personnel
When and how to try to make related sales
When not to attempt to make related sales
Incentives to customers to buy related items
Possibilities for making ongoing sales
Regular custom discount

Module 3 - Travelling Sales Personnel

Comparison between the work of internal sales personnel and travellers:
environment
working hours
prospects and customers
sales aids
assistance
Special personal attributes required by travellers
Finding prospects:
sources and leads
Researching the territory and prospects
Getting to see new prospects:
making appointments, telephone techniques
follow-ups
Planning sales journeys
Follow-ups
Journey cycles
Sales reports and records:
their importance to sales managers
the uses to which they can be put

Module 4 - The Principles of Management

What management is
The purpose of management
The technical aspect of a manager’s job
The managerial aspect of a manager’s job
Leadership:
qualities required
adaptability to situations
task-oriented and relationship-oriented styles
The general functions of management:
planning, organising, co-ordinating, motivating, controlling
Objectives and policies:
interpretation

Recruiting and Training Sales Personnel

Sources of recruitment:

internal and external recruitment

Job descriptions

Employee specifications

Advertising for sales personnel

Employment application forms

Employment interviews:

why they are held, their aims

advance planning and preparation

considerations in conducting interviews

Selection and appointment

The induction process:

what it should seek to achieve

what is involved

the importance of good procedures

Training sales assistants and travellers:

types and methods of training:

classroom training, practical training, role playing

Module 5 - The 'Market' and Marketing

Differences between sales and marketing

What the market comprises:

ready-made markets

market creation: practical example

The marketing mix:

the 4Ps: Product, Price, Placement, Promotion

additional 3Ps for services: People, Process, Physical Evidence

Market strategy and planning:

types of data needed for effective sales planning

What market research seeks to ascertain

Market orientation

Consumer research

consumer profiles

Market segmentation

competitive advantage, target and niche markets

Market surveys

Advertising research

Test marketing

The need for and the cost of market research

Planning research projects

The effect of competition on the market:

determining its strength:

present and future

How some businesses can overcome competition

Pricing Considerations

Factors which affect the prices of consumer products
Costs involved in manufacture and distribution
Costs of storing and safeguarding products
The product and the demand for it
Prices of competitive products
Profit considerations:
long-term or short-term
Government intervention:
buying and price restrictions
customs duties, import or exchange controls
The psychological attitude of buyers:
perceived value
prestige purchases
Brand image and loyalty

Module 6 - Sales Forecasting and Planning

What forecasting involves
Why forecasting is necessary in business
The relationship between forecasting and planning,
and other stages in the business cycle
Factors to be considered in sales forecasting:
limitations of forecasts
Durability of products:
factors to consider, safety factors, testing of products
Quality:
contemporary definition
price consideration
expectations and perceived quality:
performance, standards, durability, reliability
Profit and the "break-even point"
Forecasting sales of durable products
Forecasting sales of fashion goods
Sales planning for profits:
short-term and long-term

The Product Life Cycle (PLC)

The meaning of PLC
Stages in a typical life cycle examined:
introduction, growth, maturity, decline
Implications for management of PLCs
Product ranges

Budgets and Budgetary Control

What budgeting is:

overcoming objections to budgeting

Benefits which can accrue to the sales department and the enterprise as a whole from accurate budgeting

Limiting factors to consider in budgeting

Obtaining data for sales budgets:

the relationship with sales forecasts

Production and cash budgets:

the interrelationship with sales budgets

Budgetary control by the sales/marketing manager

Budget review statements:

factors to be taken into account

variances:

favourable and unfavourable

corrective action

Dangers of an inflexible attitude towards budgets:

management's attitude

Module 7 - Channels of Distribution

Classifications of channels

the "traditional" channel

Distribution direct to consumers

Distribution through wholesale businesses

Distributing direct to retailers

What wholesalers and retailers seek in products

Selecting the right channel(s) for products

Co-operative enterprises

Chain stores/multiple shops

Department stores

Supermarkets and hypermarkets

Do-it-yourself organizations and garden centres

Franchising

Groups of wholesalers and retailers

Mail-order and direct mail business

Door-to-door sales

Methods of selling by telephone - telemarketing



Internet Marketing

Explanation of terms used in e-marketing:

homepage, visit, pageview, hit, session, keyword, webmaster, browser

Advantages of internet marketing

Search engines

Website structure:

the website network

navigation

home page

main sections

subsections - the "money pages"

additional functionality of website design

Measuring web traffic

Pay-per-click (PPC)

Email marketing

Module 8 - Credit Terms and Discounts

Credit and credit facilities

Monthly accounts

Fixed periods of credit

Credit cards issued by banks and by credit card companies

In-store credit cards: building customer loyalty

Leasing, contract hire/rental

Instalment selling:

credit sale agreements

Hire purchase:

special features

Consumer protection acts

The importance of credit to industry and commerce:

how it helps consumers too

Dangers in allowing credit

Credit policy and credit limits

Credit control by the sales manager:

keeping sales staff up to date with credit policy

ascertaining creditworthiness of new customers

Trade discount to wholesalers and retailers:

why it is offered, RRP and list prices

Quantity discount:

why it is offered, possible dangers

Distinguishing between trade and quantity discounts

Cash discount: circumstances in which it might be offered

Regular custom discount: retaining regular customers

Prompt payment discount: why it is offered

Trade-in or part exchange

Keeping sales staff fully informed about discounts

Private labelling and own branding

Manufacturers' guarantees and warranties:

why they are offered, benefits to sales personnel

After-sale service

Module 9 - The Promotional Mix

Target audiences

Communications devices

Marketing communication:

shared meaning

components of communications:

sender, receiver, message, encoding,
channel/medium, decoding, feedback, noise

Integrated marketing communications

The 'P's' of the promotional mix

The aims of advertising and publicity

Selecting the most suitable and effective media

Indirect advertising and publicity

Direct advertising and publicity

Advertising to suit the product:

features to stress

The essentials of advertising

Guidelines for advertisement content and design

The importance of effective packaging

Countering falling sales: advertising research

Advertising agencies:

services offered

advantages and disadvantages to their employment

costs and charges

Sales promotion: aims of sales promotion campaigns

Special offers:

price reductions, extra quantities

making use of wrappers and sections of packages

discount vouchers, trading stamps, competitions, sponsorship

The loss leader concept

Keeping subordinates in the picture

Web-based sales promotion:

e-coupons and vouchers, sampling, gift vouchers and wishlists, free content

Holding 'sales':

price reductions

Exhibitions:

designing stands and training sales personnel to "man" stands

Public Relations:

the scope and objectives of PR

the meaning of "publics"

PR techniques:

controlled and uncontrolled media

how PR differs from advertising and from sales promotion

in-house PR departments and PR consultancies

Direct-mail marketing:

the message, advantages and drawbacks

Point of sale and packaging

Social media:

community building and social media

social bonding

social networking sites

Viral marketing:
what it involves
essential for success in viral marketing:
making use of human motivations
importance of "pass-along"
seeding or placement
discussion boards and bulletin boards
pitfalls to avoid
Varieties of web display advertisements
Sponsorship with website owners
Behavioural marketing
Interactive, reputation management, search engine, social media agencies

Module 10 - Sales Letters, Circulars and Literature

Objectives of sales letters
Layout, appearance and contents of sales letters
Styles of writing
training sales staff to write good letters
First approach sales letters
Follow-up letters - the offer of something more
Circulars - personalising circulars, word processing
Sales literature: catalogues, brochures, price lists leaflets, pamphlets

The Sales Office and Sales Records

What sales records are:
their importance and their uses
Maintaining sales records up to date:
sources and methods of obtaining data
The sales office:
organisation and control
sources of information
processing data received
Sales analyses, graphs and statistics:
types and uses
practical examples
monthly, average monthly and total sales

Module 11 - Developing a Sales Team

What diversification entails
Expansion into new areas
Locating new market areas
Becoming established in a new area:
recruiting sales staff
the area/branch sales manager
the sales team leader: duties
surveying the area
advertising and publicity, sale or return terms
training the new sales force, allocating sales territories

Motivating and supervising the sales team
Setting sales targets and assisting sales team members to achieve targets
Controlling sales teams
Internal communication:
vertical and horizontal communication
Communication in the sales department:
communication by telephone and mobile or cellphone
fax and SMS, advantages of email communication
using virtual private networks (VPN)
Improving communication skills
Control of the sales team
Sales conferences and conventions
Sales seminars
More complex sales organisations: the 'group' sales manager

Salesforce Remuneration

Methods of remuneration:
salary-only terms
overtime or alternatives
commission: varying sizes according to circumstances and products
commission-only terms:
variations to the basic method
salary plus commission terms
methods of remunerating sales team leaders/supervisors
Bonuses: individual and collective
Benefits
Allowances for:
transport, accommodation/meals, entertainment, travel
the need for control over expenditure/claims
Fringe benefits: what they might be and why they are provided
Remuneration policy:
the sales/marketing manager's concern
top management's dilemma in formulating an acceptable policy
Promotion of sales personnel:
vertical and horizontal promotion
promotion opportunities as motivating factors

12. International and Global Marketing

Reasons for engaging in export selling
Visible trade and invisible trade
Balance of trade and balance of payments
Import controls, exchange control, rates of exchange, customs duties
Researching and determining overseas markets:
local demand, social and economic standards
factors which increase prices in export markets
Special problems in overseas selling
Advantages to enterprises of exporting

Methods of selling overseas:

buying agents

export houses

overseas agents

licensing overseas manufacturers

export departments

Methods of payment for exports:

documentary bills of exchange

letters of credit

Internet export selling/online marketing:

benefits to:

customers/consumers

sellers/marketers

considerations regarding payments, documentation, despatching, etc

computer viruses and antivirus protection

Worldwide Trends in Business

Technical advances

Globalisation

Networking, partnerships, joint ventures, strategic alliances

The Marketing Concept

Customer orientation

Co-ordinated selling efforts

