



## **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

