

ABOUT THE COURSE: SALES & MARKETING

Module 1: Introduction to Sales and Marketing (Duration: 3 hours)

- Exploring the Basics of Sales and Marketing
- Demonstrating the Importance of Sales and Marketing in Business
- Identifying Role of Sales and Marketing in Different Industries,
Key Concepts: Target Audience, Value Proposition, Branding

Module 2: Market Research and Analysis (Duration: 3 hours)

- Conducting Market Research: Methods and Tools
- Identifying Customer Needs and Preferences
- Perform Competitive Analysis and SWOT Analysis
- Segmenting and Targeting the Market

Module 3: Building Effective Communication Skills (Duration: 3 hours)

- Developing Effective Communication Skills
- Developing Verbal and Non-verbal Communication
- Crafting a Compelling Elevator Pitch
- Listening to Customer Needs

Module 4: Digital Marketing Fundamentals (Duration: 2 hours)

- Introduction to Digital Marketing Channels
- Social Media Marketing and Content Strategy
- Email Marketing and Customer Relationship Management (CRM)

Module 5: Product Knowledge and Presentation (Duration: 3 hours)

- Identifying the Product or Service Offerings
- Highlighting Unique Selling Points (USPs)
- Addressing Customer Questions and Objections
- Basic English to Cover Common Sales-Related Terms

Module 6: Sales Techniques and Strategies (Duration: 3 hours)

- The Sales Process: Prospecting to Closing
- Consultative Selling vs. Transactional Selling
- Overcoming Sales Challenges and Objections
- Negotiation Skills and Closing Deals

Module 7: Customer Relationship Management (Duration: 3 hours)

- Importance of Building Strong Customer Relationships
- Strategies for Building Customer Loyalty
- Handling Customer Feedback and Complaints
- Upselling and Cross-selling Opportunities

Module 8: Ethics and Professionalism in Sales and Marketing (Duration: 3 hours)

- Ethical Considerations in Sales and Marketing
- Maintaining Professionalism and Integrity
- Building Trust with Customers
- Data Privacy and Customer Confidentiality

Module 9: Personal Branding and Networking (Duration: 3 hours)

- Importance of Personal Branding in Sales and Marketing
- Building an Online Presence: Social Media and LinkedIn
- Effective Networking Strategies
- Leveraging Relationships for Business Growth

Module 10: Practical Case Studies and Role Plays (Duration: 3 hours)

- Applying Knowledge to Real-world Scenarios
- Role-playing Sales and Marketing Situations
- Problem-solving and Decision-making Exercises
- Feedback and Peer Evaluation

Module 11: Project and Assessment (Duration: 2 hours)

- Applying Skills Learned Throughout the Program
- Creating a Sales and Marketing Campaign
- Presentation of Capstone Projects
- Assessment of Knowledge and Skill Acquisition

Module 12: Professional Development and Career Guidance (Duration: 3 hours)

- Resume Building and Interview Preparation
- Identifying Career Opportunities in Sales and Marketing
- Tips for Continuous Learning and Growth
- Networking with Industry Professionals
- Basics of Excel and Statistical Analysis
- Understanding Key Sales KPIs

Module 13: Sales Planning and Forecasting (Duration: 3 hours)

- How to Plan for Territory Growth
- Basics of Team Handling / How to Be a Good Team Player

Module 14: Role of Technology in Sales (Duration: 3 hours)

- Role of Technology in Sales – eB2B
- Examples of Common Market Execution Practices by FMCG / Retail Companies

Module 15: Job Search Skills (Duration: 2 hours)

- How to Create a Profile in Job-Search Websites - Naukri
- Common Interview Questions and Answers
- Practice Interview

Module 16: Market Growth Representative (Duration: 3 hours)

- How to be Market Growth Representative –Skills and Routines
- What are the Steps of a Sales Call
- Understanding FAB (Features, Advantages, and Benefits)
- Technique on Handling Objections

LEARNING OUTCOMES:

1. Conduct market research, identify customer needs, and perform competitive and SWOT analysis to segment and target the market.
2. Develop effective verbal and non-verbal communication skills, craft compelling elevator pitches, and understand customer needs.
3. Acquire comprehensive product or service knowledge, highlight unique selling points, and address customer questions and objections.
4. Master the sales process from prospecting to closing, differentiate between selling techniques, and develop negotiation skills.
5. Build strong customer relationships, handle feedback and complaints, and identify upselling and cross-selling opportunities.
6. Recognize ethical considerations, maintain professionalism, build customer trust, and understand data privacy.
7. Perform personal branding, build an online presence, develop networking strategies, and leverage relationships for growth.
8. Create comprehensive sales and marketing campaigns, present capstone projects, and undergo skill assessment.

9. Build an effective resume, prepare for interviews, identify career opportunities, and gain basic Excel and KPI knowledge.
10. Plan for territory growth, understand team handling basics, and become a good team player.

USE CASES:

1. Case Study: Coca-Cola vs. Pepsi in Market Analysis

Industry: Beverage Industry

Description: Analyze the market research methodologies employed by Coca-Cola and Pepsi to understand consumer preferences, competitive landscape, and market trends. Compare their segmentation strategies and marketing approaches to target different consumer demographics.

2. Case Study: Nike's Digital Marketing Success

Industry: Sports Apparel

Description: Explore how Nike utilizes digital marketing channels, particularly social media and content strategy, to engage with its audience, build brand loyalty, and drive sales. Examine the effectiveness of Nike's campaigns in leveraging digital platforms to reach its target market.

3. Case Study: Apple's Product Presentation and Sales Techniques

Industry: Technology

Description: Analyze Apple's product knowledge and presentation techniques in retail stores. Evaluate how Apple effectively communicates product features, addresses customer queries, and creates an immersive experience to drive sales. Explore the role of storytelling in Apple's sales strategy.

4. Case Study: Amazon's Customer Relationship Management

Industry: E-commerce

Description: Investigate how Amazon prioritizes customer relationship management to build long-term loyalty and drive repeat purchases. Analyze Amazon's strategies for personalized recommendations, efficient customer service, and managing customer feedback and complaints.

5. Case Study: Ethical Dilemmas in Sales and Marketing

Industry: Various

Description: Present students with hypothetical ethical dilemmas faced by sales and marketing professionals. Encourage discussion on ethical considerations, maintaining professionalism, and building trust with customers while achieving business objectives.

6. Case Study: Personal Branding Success - Influencer Marketing

Industry: Fashion/Beauty

Description: Explore the success of influencer marketing campaigns by brands like Kylie Cosmetics or Fashion Nova. Examine how influencers leverage personal branding on social media platforms to promote products, engage with their audience, and drive sales.

7. Case Study: Tesla's Sales Planning and Forecasting

Industry: Automotive

Description: Investigate Tesla's approach to sales planning and forecasting for territory growth. Analyze Tesla's sales strategy, including direct sales model, online presence, and customer engagement, to anticipate market demand and optimize sales performance.

8. Case Study: Salesforce - Role of Technology in Sales

Industry: Technology (CRM)

Description: Explore the role of technology in sales through the example of Salesforce. Analyze how Salesforce's CRM platform enables sales teams to streamline processes, manage customer relationships, and drive sales effectiveness through data-driven insights.

9. Case Study: FMCG Market Execution Practices

Industry: FMCG/Retail

Description: Examine common market execution practices employed by FMCG and retail companies like Procter & Gamble or Walmart. Analyze strategies for product placement, promotion, pricing, and distribution to optimize sales performance and enhance brand visibility.

10. Case Study: Market Growth Representative in Action

Industry: Various

Description: Present real-world scenarios of market growth representatives engaging with clients. Role-play situations such as sales calls, handling objections, and demonstrating product features, emphasizing the importance of effective communication and sales techniques in driving business growth.

TEST PROJECTS:

1. Conduct a comprehensive market research study to identify customer needs, preferences, and trends in a specific industry.
2. Design and execute a digital marketing campaign for a hypothetical product or service, utilizing various digital channels and analyzing its effectiveness.
3. Create and deliver a compelling sales pitch for a chosen product or service, including a well-crafted elevator pitch and addressing potential customer questions and objections.
4. Perform a SWOT analysis and competitive analysis for a specific company or product, presenting findings and proposing strategic recommendations.
5. Develop a CRM strategy for a fictional company to enhance customer loyalty and satisfaction, outlining methods for handling customer feedback, complaints, and identifying upselling and cross-selling opportunities.