



Who Should Attend

- Marketing/ Sales managers
- General managers
- Business owners
- Sales representatives



Programme Outcomes:

- On completion of the programme, learners will be able to:
- Understand sales and marketing
 - Develop a sales and marketing strategy
 - Identify best practice with respect to sales and marketing campaigns
 - Undertake effective communication and collaboration
 - Understand products, pricing and distribution
 - Use social media as a marketing tool



Topics Covered:

- Understanding sales and marketing
- Establishing effective sales strategies
- Understanding sales environments
- Understanding the marketing mix
- Developing marketing strategies
- Role of social media in marketing

SALES AND MARKETING

This programme is intended to empower and equip managers and those aspiring to enter the sales and marketing arena, with the requisite knowledge, skills and leverage to break into this highly competitive environment. Organisations spend an average of 35% of revenue on marketing initiatives, hence the need to optimise this spend.

Duration

- The total duration is 3 days.

Price

- R5 499.00 per delegate*
- * Group discount available

REGENT Business School reserves the right to postpone a planned training intervention, decline/refuse to accept applications from delegates who respond to this invitation after the registration deadline and change dates, times and venues for the training. All enquiries can be directed to the business development unit on the above details. The closing date for the programmes is reflected on the respective schedule/calendar of programmes.

Only successful applicants will receive notification of acceptance to undergo training.