

# Sales and Marketing

course outlines



**Improve** your sales  
and **marketing** performance  
**overnight** and increase  
**profits**

**These courses will help you if:**

- You'd like to learn to become a sales professional
- You are already in sales and would like to improve your performance
- You're paid according to your sales performance and would like to increase your earnings
- You value training skills and techniques that simply get results

## ***Selling your products and services training***

	DAYS	MAR	APR	MAY	JUN	JUL	AUG
Successful telesales	2	10	04	01	06	03	01
Pitching for Business	1	11	07	09	09	07	08
Introduction to successful sales	2	14	14	16	16	14	15
Introduction to marketing	2	18	21	23	23	21	22
Consultative selling	2	19	08	30	02	04	04
Advanced selling	1	10	11	02	10	11	11
How to start selling, marketing and communicating	1	12	18	12	17	18	18
How to start a lead generation model – Sales Process	1	13	25	19	24	25	19
Sales skills for today's market	1	26	09	28	27	28	05
How to create interest in your product and services	1	27	18	07	30	29	06

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**AM:PM's guarantee - Sales and marketing skills that will increase profits when actioned or your money back.**

# Introduction to marketing

**Duration:** 2 days

## Overview

The marketing discipline will be at the core of any successful, customer orientated company. This course is aimed at opening the world of marketing to new practitioners or those who need to understand the marketing discipline. The introduction will provide an overview of how marketing works in relation to the other business disciplines and give participants an understanding of the marketing approach.

## Learning objectives

- To provide an overview of the marketing process
- To understand what makes a customer focused organisation
- To be able to evaluate the impact of the marketing activities
- To see how marketing works in relation to other company disciplines
- Understand the role of product, price, place and promotion
- Be conversant with principles of marketing communications
- Use the marketing planning tools.

## Who is it for?

Those who have been recently promoted into marketing or whose job brings them into contact with the marketing function. Additionally any employee who needs to be aware of marketing principles.

## Course content

- What makes a customer focused company
- The principles of marketing
- The four P's of Product, Price, Place and Promotion
- The seven P's of service marketing
- Using the marketing analysis tools
- Segmentation, targeting and positioning
- Pricing strategies
- New product development
- Getting the distribution right
- Marketing communications
- Marketing audit
- Evaluating the marketing activity

## AM:PM Services Booking Form

Please complete this form and mail or FAX to:  
 AM:PM IT Services, Tower Point , 44 North Road, Brighton BN1 1YR.  
 TEL: 01273 243000 FAX: 01273 243966  
 or e:mail : [training@ampmittraining.co.uk](mailto:training@ampmittraining.co.uk)

Your Name:			
Home No.	Personal No:		
Company & Address			
Home Address			
Course Date:	Course Fee per delegate: £		
Registration Fee £:		Total (excluding VAT): £	
Course Title:			
Candidate	Name	Course Title	Date

Authorised By:	Purchase Order No.:
Position:	
Address:	
Postcode:	
Telephone:	Fax:
Signed:	Date:

Address to which instructions should be sent to if different from above




AM:PM Services,  
Tower Point,  
44 North Road,  
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