



Marketing & Sales Management

Programme Aim

- This programme aims to provide participants with the knowledge they need to analyse the market for their products and services, develop integrated marketing plans and understand the intrinsic link between marketing sales and customer care.

Programme Overview

- The identification of new opportunities
- Product development and innovation
- Gathering market information
- Targeting customers
- Developing a cohesive Marketing Plan
- Improving company image
- Effective use of marketing communications

Programme Outline

Market Research

- What is market research?
- Types of market research
- Sources of Information
- Customer records and databases
- Customer satisfaction research
- Researching the competition
- Analysing data and developing an action plan

Selling Skills & Customer Care

- Key elements of successful selling
- Understanding customer needs

- Selling benefits & solutions, not features
- Handling objections, resolving the sale
- Superior Customer Care

Optimum Results Ltd. The Business Centre Blackthorn Business Park Coe's Rd., Dundalk Co. Louth, Ireland
T | +353 42 933 3033 F | +353 42 933 3233 E | info@optimumresults.ie W | www.optimumresults.ie





Business Communications & PR

- Ensuring maximum exposure for the business
- Sales promotion, media and materials
- Publicity, PR and advertising
- Brochures and sales literature
- Trade fairs and exhibitions

