

# WORKING IN..... SALES & MARKETING



## Programme Overview

Working in Sales & Marketing will provide you with the skills and knowledge for working in a Sales & Marketing capacity in Commercial, Public Sector or Not for Profit Organisations.

In this current climate companies are looking for individuals who will give them a cutting edge, particularly within the role of Marketing and Sales which have a direct impact on Business Performance. The world of marketing and sales has changed dramatically over the past few years, and the role of the sales manager is critical, thus potential for good marketing and sales professionals is vast in terms of job opportunities and income

This course covers core Marketing principles and practises and then develops personal sales skills before providing sales and account management tools and techniques.

The final two days of this programme are dedicated to developing the personal skills for gaining employment in Management and putting together a targeted action plan / strategy for approaching organisation employing managers.

This programme is informative, interactive and above all practical. All content is linked towards the ultimate aim of ensuring participants have the necessary tools and techniques to put themselves in the best position for taking the job opportunities available in their chosen field.

Guest speakers with either experience in the role or in recruiting for the role are a key part of the programme and provide insights into what organisations are looking for and at times provide career opportunities.

### DURATION

10 Days

### QUALIFICATION

ISMM Level 3  
Certificate in  
Advanced Sales &  
Marketing

### COST

£1350 + VAT

### LOCATION

Stansted, Essex

## Programme Outline

**A practical programme to transferring military skills to commercial career success**

Day 1	Overview of Sales & Marketing
Day 2	Marketing Strategy
Day 3	Key Marketing Mediums and their applications
Day 4	The Sales Cycle
Day 5	Sales Skills
Day 6	Data Management
Day 7	Account Management
Day 8	Sales Management
Day 9	Marketing Self
Day 10	Selling Self

**For further information please call us on 0845 1307411**