



Sales & Marketing **Course Outline**

The course aims to enhance the participant's sales skills, focusing on advanced training in elements required to succeed in a sales-focused environment. The participant will be trained in the necessary skills of how to control the sales process in order to provide excellent customer care. They will gain knowledge that will enable the participant on how to progress into sales management positions.

Course Overview:

The course is based upon the participant learning the following;

- Demonstrate knowledge of how to supply quality customer service, what consumer problems maybe and techniques to resolve them.
- Learn and understand how to create Sales and Marketing plans.
- Develop skills in Forecasting and Budgeting.
- Understand Marketing Ethics.
- Learn Sales skills and the art of closing a sale.
- Demonstrate knowledge of Supply Chain Management and Branding.

The programme is given as a two day course and homework. The seminars are built upon interaction and as such the participants are expected to actively participate in discussions. The participant will be assessed on their performance in the case studies, work-simulations and written assignments. The homework will be will in the form of written reports on these case studies.

Learning Objectives

The main learning objectives of the course are deepening the participant's knowledge and skills within the area. After completion of the course you should be able to;

- Demonstrate skills in planning and control
- Explain and analyse important aspects of sales and marketing
- Demonstrate knowledge of consumer problems and ways to resolve them

Certification

On the successful completion of the course, the participant will be provided a certificate of completion. Moreover, the assessor will register the BNVQF credits with BQA.

Progression pathways/continuing education

After completion of the course the participants will have acquired the tools to be able to work as a sales supervisor, assistant manager or manager with Sales & Marketing.

