

# EDUCATIONAL SALES AND MARKETING



This subject is typically designed for management to use as they pursue the marketing and sales objectives. It should be built on the results of your market research and the specific value proposition of your products or services.

## ■ Course Objective

Upon the completion of this two-day training, participants are expected to:

- ☒ Understand the importance of sales and marketing
- ☒ Be able to prepare strategic planning
- ☒ Understand in planning and implementing market research
- ☒ Understand in using marketing mix strategies
- ☒ Be able to prepare sales plan
- ☒ Understand effective selling process
- ☒ Understand Steps to building great sales relationship
- ☒ Increase selling efficiency

## ■ Course Structure

The certificate course in Educational Sales and Marketing takes approximately 16 hours OR is offered 2 days. The course is based on a participatory, active learning approach, and group discussions. An Action Guide for Marketing Strategies and Sale Skills, by Mr. Vong Bunvisal. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.

## ■ Course Outline

### Day 1: Marketing

Module 1: Introduction to Marketing

Module 2: Strategic Marketing Planning

Module 3: Marketing Research and Analysis

Module 4: The Marketing Environment

Module 5: Understand Customer Decision Making

Module 6: Business Buying Behavior

Module 7: Business Market Segmentation

Module 8: Marketing Mix Strategy (7 P's)

### Day 2: Sales

Module 1: Introduction to Sales

Module 2: Effective Sales Planning

Module 3: Understand Personal Selling

Module 4: Effective Selling Process

Module 5: Sales Negotiation

Module 6: Great Sales Relationship

Module 7: Increase Sales Efficiency

## ■ Who Should Attend?

Managers, supervisors, and anyone who has been working related to the sales and marketing field or who has been in the role for a while but has not had formal training.