

Online Marketing and Sales Course

Marketing and Sales is the lifeblood of any organization. Many companies are finding using traditional methods increasingly difficult and hard to sustain in the generation of new business people who are getting more and more busy.

This course will provide you with a practical set of marketing and sales tools that are easy to implement in your business. These tools will lift your sales skills and confidence to deliver on growth targets.

>> Key Learnings

- Identify your top 3 current marketing issues / opportunities
- Complete a competitor analysis
- Understand the consumer decision making process
- Find out what is your organization's Sustainable Competitive Advantage (SCA)
- Learn Mindshop's 10 step sales process
- Develop your product / service strategy
- Discover what growth strategy you should adopt for your business
- Develop a One Page Marketing and Sales Plan
- Develop your ability to implement marketing strategies successfully

>> Benefits

- **Fast-track your learning** of Marketing and Sales related tools/processes
- Instantly **implement your new learnings** on yourself or your own business
- Work through the course at a **time that bests suits you**
- **Higher retained learning** of new tools/techniques

>> Features

- Online, secure access, 24/7
- High quality streaming videos
- Interactive area for instant implementation of new learnings
- Easy to use
- 80 question, multiple choice final exam
- Instantly returns to where you last saved for quick resuming

Typical time to complete: 12-16 hours
Contact your Mindshop Advisor to register

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