**Marketing & Sales**

**(Skill – Creativity – Excellence)**



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**Course Objective**

* Create a strategy that exponentially boosts the efficiency of Marketing & Sales
* Identify your true responsibilities and leadership tasks as an Executive
* Develop a customer-focused approach for all processes within your organization
* Study how to monitor clients’ buying decisions and make strategy adjustments accordingly
* Implement the secret resources in your company that you never knew about
* Build client service ethics to increase customer retention and loyalty
* Master the steps of consistent new strategy integration at your company
* Establish new standards of service to make consumers fall in love with your brand
* Minimize marketing & sales costs by applying the customer-focused approach
* Maximize efficiency of your team by applying the best motivation methods
* Use powerful executive tactics to expressively increase company revenue

**Target Audience**

* Marketing Managers or Directors
* Sales Managers or Directors
* Sales Trainers
* Salespeople
* Brand Managers
* Public Relations (PR) Professionals
* Customer Service Professionals
* Purchasing and supply chain managersProject managers

**Course Outline**

* The role of the Executive of the future and obligatory Professional Advancement
* Changing business landscape and the essential professional adjustments
* Improvement of your company’s Performance via a Customer-in-Focus approach
* Consumer-Focused marketing and sales for successful Management Results
* Seeing Marketing Value differently – what needs to be changed right away
* Plan - implement - adjust - approach – the strategy path for a changing environment
* Tactics for understanding the Key factors of Successful Marketing & Sales
* True value of Client-Focused Sales and After-Sales for overall results
* Role of Education of a Company Team in achieving Executive Performance
* The Powerful Secret Resources every company has and how to Activate them
* Elements and factors for successfully deploying your Marketing & Sales Strategy
* Co-ordination of your Plan with different departments and with existing workflows
* Gaining the ability to see your service and products from customer’s prospective
* Recognizing the true Value of your Product or Service from the Client’s Standpoint
* Building Consumers’ Trust – what it means in the modern & highly dynamic environment
* Your leadership role as the Executive – Guidelines to keep you focused and efficient
* Upcoming changes are just around the corner – never stop improving yourself
* Case studies from top companies – high-value Learning from Success Stories
* The design of financial models for forecasting and decision-making
* **The Feature Of Asia Master Training And Development Center**
* we pick up the customer from the airport to the hotel.
* we give the participant training bag includes all the necessary tools for the course.
* Working within groups to achieve the best results.
* All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
* We can assist you in booking hotels at discounted prices if you wish to book through us.
* We offer the certificate from Asia Masters Center for Training and Administrative Development.

The Cost Of The Training Program Includes The Following:

1. Scientific article on flash memory.
2. Training Room.
3. Training.
4. Coffee break.
5. The training bag includes all the tools for the course.

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| Price (USD) |
| Communicate with the training department  to know the participation fees   * There are offers and discounts for groups |
| The details of the bank account |
| Bank name: CIMB Bank Berhad  Account name: Asia Masters Center SDN. BHD  Bank account number: 80-0733590-5  Swift code: CIBBMYKL  IBAN: Null |