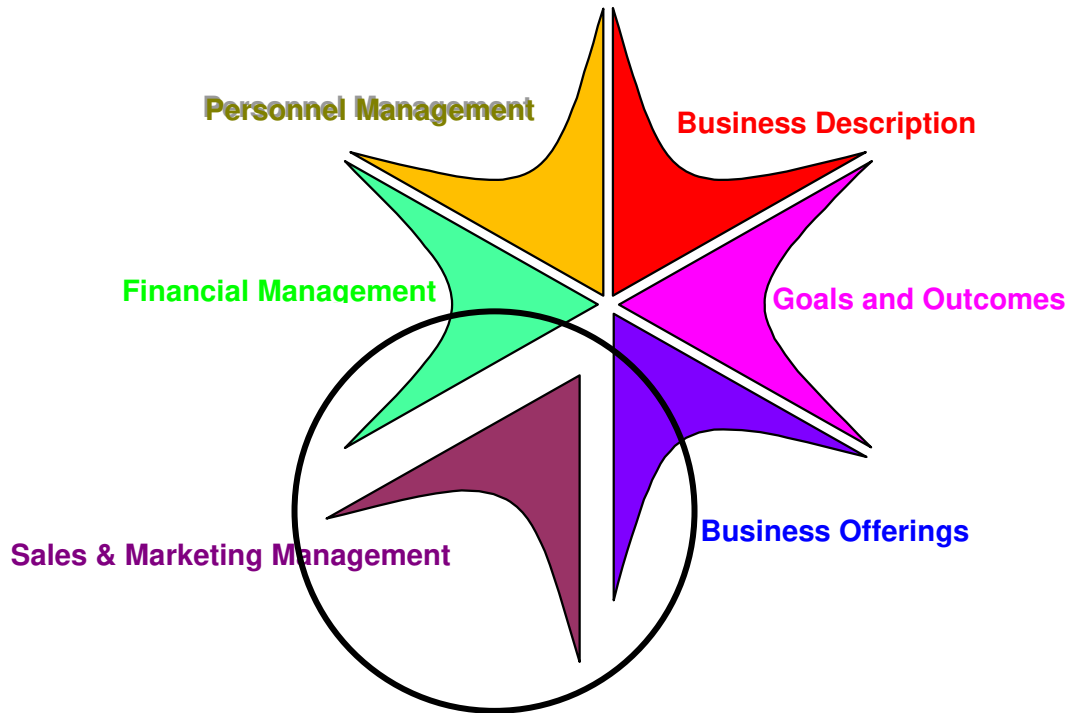


# Sales & Marketing Management



Learn Today... Profit Today

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BIZBITE CONSULTING GROUP

## Sales & Marketing Management

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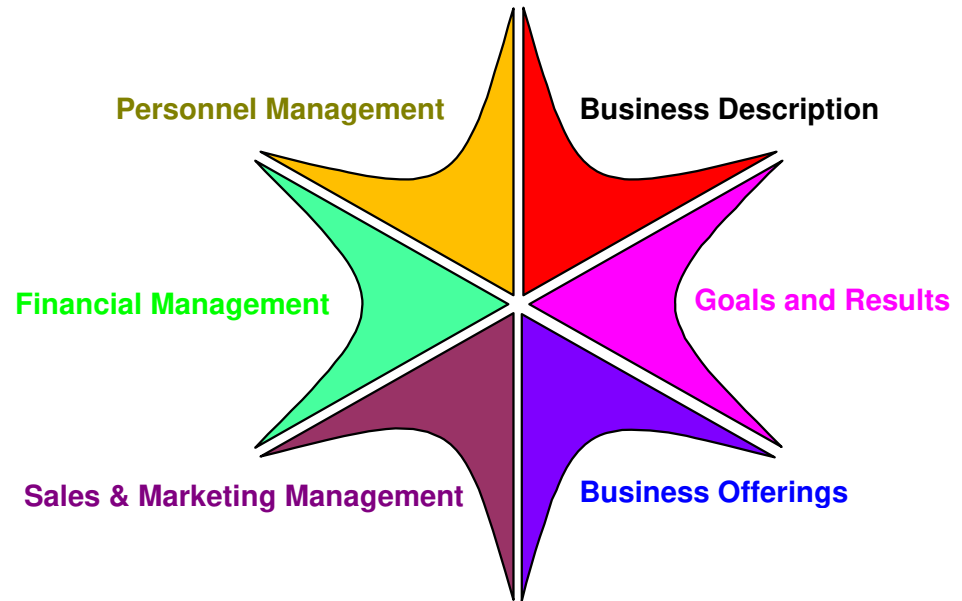
## Table of Contents

Major Headings	Subheadings
	Introduction to sales and marketing management
<b>Marketing Management</b>	Market analysis Marketing questionnaire The importance of media planning Pricing philosophies and approaches Pricing policy Effects of discounting prices Store merchandizing
<b>Sales Staff Training</b>	The art of selling Qualifying & serving customer needs Telemarketing Presentation skills Preparing a sales meeting
<b>Sales Staff Management</b>	Sales territory management Target market Developing market and sales potential Maximizing customer sales and staff potential Maximizing sales force potential Personal performance outcomes (PPO) Staff review questionnaire—form Senior staff position assessment—form Management styles and leadership skills The use of positive reinforcement with personnel Commission sales agreement—form

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## Introduction to Sales and Marketing



### Glossary

Each term that is used in this section is defined in the Glossary.

You will notice that the first time it is used it is coloured **green** in ***Bold Italics***.

Just click on the Glossary in the Bookmarks or Thumbnails to find the definition. Alternatively, print the Glossary.

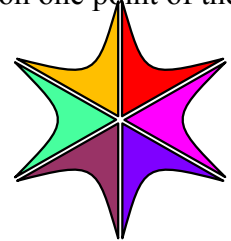


You can divide business into six major areas. They are:

1. Describing the business
2. Setting the goals and outcomes of the business
3. Determining the offerings of the business
4. Marketing the business and its offerings
5. Financial management of the business
6. Personnel management and motivation

We have represented these six areas as a six-pointed star. Each part of the star represents one part of the business. You will see this star used throughout our training packages. In this package, we will only be focusing on one point of the star—Sales and Marketing Management.

This star symbolizes how all of these elements work together and how each is equally important to the success of the business. If a business manager does a poor job of thinking through and developing one of the elements, it can have a serious effect on the success of the business.



Sales and Marketing Management is  
one component of a business

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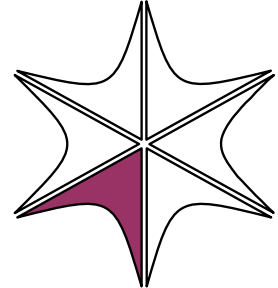




### **How is sales and marketing management organized?**

We will divide Sales and Marketing Management into three major sections:

1. Marketing Management
2. Sales Staff Training
3. Sales Staff Management



We have divided each major section into several subsections. These subsections will be itemized in the appropriate introduction.

#### **For example:**

##### **Marketing Management has seven sub headings**

1. Market analysis
2. Marketing questionnaire
3. The importance of media planning
4. Pricing philosophies and approaches
5. Pricing policy
6. The effects of discounting pricing
7. Store merchandizing

Most of the subsections begin with an Introduction and a How to Use the Section and conclude with a Summary.

#### **Celebrate**

It is important that you recognize your achievement and celebrate each small step. Take a break and celebrate it. We will offer you opportunities to celebrate at the end of each major section and the subheadings.

Have fun with them. We had fun creating them for you!



### **Suggestions on how to use this learning package**

We have organized sales and marketing management so that you decide:

- \*\* In what order you want to access the various titles
- \*\* If you want to ignore any titles or sections
- \*\* How many times you want to revisit the material

You can move to any part of the program by clicking on any heading listed in the bookmarks to the right of this page. If you need a definition from the Glossary, just click on the bookmark Glossary and scroll down to the term. All terms listed in the Glossary are coloured green, bolded and italicized once in each section that they are used.

As you move through each section, compare the methods presented to the way you do things now. Use many of the questions posed in the examples to test your knowledge of your market, your customers, and your employees. When examples are given, try to think of similar situations you have experienced in your business.

We have included in this material two complete internal analyses and training tools that you may use directly in your business. They are (the):

1. **Marketing Questionnaire**—is a very effective business analysis tool that examines every aspect of your business from a marketing perspective. It is recommended that more than one key person do the questionnaire. You may be surprised at how the answers compare.

Please note that when you use this questionnaire that there are no spaces for answers.

2. **The Art of Selling**—is a complete sales training program that can effectively train both inside and outside sales people.
3. **Sales and Marketing Management**—provides business owners or managers with essential knowledge and skills they require managing their business from a sales and marketing perspective.

Users of this material can anticipate the immediate use or be to apply many of the ideas and methods.

These ideas and methods are universal in nature and really apply to the operation of any business.

The examples shown and the forms and questionnaires illustrated may need to be adapted to your business.

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The success or failure of a business depends ultimately on the sale of its products or services. Generally, business calls these offerings. Planning implementing and managing the marketing strategy is the focus of **Sales and Marketing Management**.

**The Sales and Marketing manager must possess a complex mix of:**

Analytical skills	Planning Skills
Business management training	
Prioritizing and time management skills	
People management skills	Decision-making skills

The Sales and Marketing manager brings all of these skills sets to bear on a daily basis as he or she responds to the ever changing conditions of the market.

The success or failure of a business and the ability of a business to grow in an orderly and profitable way will also depend on:

- \*\* The quality of the people hired
- \*\* How well staff are motivated
- \*\* How well staff are directed to achieve the goals of the business

This is particularly true of the sales and marketing management part of managing the company.

It takes well-directed and motivated people to implement the overall marketing plan and marketing strategies of a company.

It requires management who is constantly aware of changes that are occurring in the marketplace and is able to adapt the people and resources of the company to deal with the changes.

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