

Competitive Sales & Marketing Strategy



Learn competitive marketing strategies using paradigm of survival, five forces model, competitor analysis, targeting, CRM and expand your business through new market development. This course aims to equip participants with knowledge in sales and marketing directions in order to understand future customer needs, **defense & attack strategy**, **niche strategy** and to be able to analyze changes in sales and marketing and to use sales and marketing strategies for competitive advantage.

Objectives

- To be able to analyze marketing competitiveness
- To be able to analyze competitive advantages
- To be able to apply sales and marketing strategies in business operation

Outline

Topic 1 Conventional and new skills in sales and marketing

Topic 2 Strategies in sales and marketing competition

- Five forces model
- Competitor Analysis
- Establishing market leader, follower and market niche roles

Topic 3 Successful sales and marketing strategy

- Developing sales and marketing positioning strategies
- Successful strategies to increase sales
- Defense & Attack Strategy
- Niche Strategy

Topic 4 Sales strategy

- Time management in strategic sales processes
- The customer pyramid
- 7 steps of CRM for customer retention
- Selling in a new market

Who is this course for?

This course is suitable for those working in sales, marketing at all levels and interested individuals.



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