

Sales & Marketing for Small Businesses

This course is designed specifically for small businesses who want to learn practical sales and marketing skills that will allow them to improve how they present, promote and sell their products.

The course is an enjoyable mixture of sales and marketing concepts combined with practical exercises that will allow delegates to apply learning directly to their own business and to get extensive one-to-one feedback from the tutor and other delegates.

Course Outline:

- The 'Four P's' of marketing
- The psychology of selling and the sales cycle
- Overcoming objections and closing sales
- Pricing specifics and how to make sure that haggling and discounts work for you
- Promotion specifics and how to differentiate your offer

Course Outcomes:

- Understand the 'Four P's' of marketing (product, price, place and promotion) and how they work together as the marketing mix.
- Understand the basic psychology of selling and how the sales cycle works
- Learn to spot objections to sales and how to overcome them
- Understand how discounts and offers affect your bottom line
- Learn how to use promotion to differentiate your offer and tips for making it stand out

Delegates:

- Small business owners, sole traders and hobbyists
- Anyone with an interest in improving how they present, promote and sell their goods.

Duration: 1 day

Number of Delegates: Max 10

Tutor: David Vieira is a Chartered Marketer and ILM qualified business coach. He has over 10 years experience in brand management, sales, marketing communications, public relations and web based marketing. Prior to joining Direct Input David was the Head of Marketing for the Jersey Telecom Group of companies.