

## Marketing and Sales Excellence

Winning tools, processes and practices for market success



“ The Executive Institute is the best way to renew your energy and commitment to success, while improving your ability to lead in today’s world of constant change. ”

Alain Laforest - BMW Canada Inc.

### OVERVIEW

As your marketplace changes, revising or reinventing your marketing and commercial practices can be the key to shaping your organization's future. This program focuses on building fundamental marketing expertise to understand, create and deliver value. Offered through a hands-on, challenging and fun approach, you will walk away with a practical toolkit covering market analysis and planning, essential segmentation and targeting skills, customer insights, and crucial drivers in marketing and commercial strategies.

### KEY BENEFITS & TAKEAWAYS

- Establish a clear plan and process to optimize your marketing and commercial activities for growth
- Explore how benchmark companies use pioneering methods to increase the speed and reach of their marketing communications
- Take away practical tools to improve customer awareness and trust, generate new leads, penetrate markets, gather intelligence and more
- Learn "what's new and what's next" in digital and non-digital marketing
- Evaluate marketing channels and online options while understanding the costs, benefits and risks
- Understand CRM and CEM strategies to create, communicate and measure customer value
- Prepare a modernized, tangible and implementable marketing plan for your own organization

## WHO SHOULD ATTEND?

Valuable for managers at all levels interested in key marketing and business development approaches (online and non-digital) which their organization should be using to gain a competitive edge. Indispensable for those working with marketing, business development, sales, key account management, communications or specialists in branding or web strategies. Also beneficial for leaders, entrepreneurs and professionals who do not have a marketing/sales background, yet are held accountable for bringing new sales revenue or optimizing marketing budgets.

## PROGRAM IN DETAIL

The learning framework will provide a mix of best practice illustration, individual and group exercises, case examples, class discussion, personal action plans and takeaway tools for immediate results back in the workplace. The seminar will also offer valuable opportunities for friendly consulting and insight from other participants. The learning is focused on proven methods and late-breaking trends in marketing and commercial strategy to get the best returns out of your promotion dollars.

### Key Themes covered over the duration of the program include:

#### DAY ONE

##### Structuring the Marketing-Sales Approach

- Role of marketing
- Role of sales
- Structuring your marketing/sales team
- Best-in-class processes: CRM-CEM-Data analytics

##### Who do we sell to?

- Market research
- Customer definition
- Customer insights
- Segmentation and targeting
- How to integrate the marketing/sales role into customer definition process

##### What do we sell?

- Products - Services - Solutions
- Lifecycles
- Pricing structures
- Developing and managing brands
- Developing effective value proposition portfolios

#### DAY TWO

##### How do we sell?

- Communications: digital and non-digital marketing
- Tag and track communications efficacy
- Channel configuration: moving to omni-channel or not?
- Integrating sales force: 3rd party channel partners and digital channels into an effective mix

##### Planning for Success

- Developing your marketing-sales plan
- Revenue forecasting
- Marketing-sales resource planning

##### Measuring Marketing and Sales Success

- Defining KPIs to best measure your marketing and sales progression
- Customer analytics and scorecards
- Measure your returns (ROI)

##### Program Wrap-Up

- Putting it all together in a clear individual action plan



Faculty and Learning Approach

*As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team is comprised of McGill University professors and lecturers as well as highly-rated academic and business experts from around the world.*

*Please visit our website to review the complete faculty team assigned to this program.*