

Why Buy?

High spots

- Sales and Marketing Alignment Audit
- Integration of your company's promotional activities
- "Your marketing challenge" a chance to share your marketing problems and get outside perspectives, ideas and solutions
- Handbook containing a glossary of marketing terms with practical checklists and templates to use back at work

"Very enjoyable and helpful. Trainer was an excellent teacher. Would recommend to anyone embarking on a marketing career."

"A pleasant and insightful experience giving vital subject education which I will undoubtedly use throughout my career."

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk



Developing People > Advancing Business

Marketing Essentials

Learn the theory and put winning marketing plans into practice

Duration: 2 days Fee: £975 + VAT

Business and personal benefit

Your board rightly expects value for money from their marketing budget. The key is to focus on "return on marketing investment" rather than planning marketing activity to fit past models of marketing or simply reducing budgets. The same techniques apply to managing an increased marketing budget.

This two day course will help anyone who manages or influences marketing for their organisation to implement current best practice

Target audience

Newly appointed Marketing Directors, Marketing Managers, Sales Managers and Sales Executives. Anyone else who needs an appreciation of marketing will also benefit greatly.

Objectives

You will leave the course able to:

- Apply the marketing mix
- Conduct actionable marketing research
- Assess the competitive strength of your products and services
- Develop marketing communications that hit the right targets
- Price your products and services effectively
- Manage marketing agencies effectively

Before, during & after your programme

You'll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in 'learning by doing' to ensure your learning experience is 100% relevant to 'real life' situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

Module	Learning points	Outcomes After this module you will...
Defining marketing and selling in B2B and B2C environments	<ul style="list-style-type: none"> - The marketing and sales pyramid - Product orientation - Marketing orientation - The TACK marketing model 	<ul style="list-style-type: none"> - Be able to focus on building your knowledge and competencies in marketing and marketing management skills
Case study	<ul style="list-style-type: none"> - Marketing in practice - Real world case study 	<ul style="list-style-type: none"> - Analyse how you currently approach marketing challenges and consider some additional approaches
Marketing planning	<ul style="list-style-type: none"> - 7 Ps - SWOT analysis - PESTLE - Competition 	<ul style="list-style-type: none"> - Be sure your marketing plan covers the key areas you need in practice
Aligning sales and marketing	<ul style="list-style-type: none"> - Supply chain management - Sourcing and outsourcing 	<ul style="list-style-type: none"> - Keep your mind set on being customer focused
Customer behaviour	<ul style="list-style-type: none"> - Rational and emotional motivators - Motivating customers 	<ul style="list-style-type: none"> - Ensure that both types of motivators are considered - Generate maximum customer commitment
Marketing research	<ul style="list-style-type: none"> - Definition of marketing research - Primary and secondary research - Questionnaire design - Selecting a research agency 	<ul style="list-style-type: none"> - Decide which forms of marketing research are most useful and practical to you
Product life cycle	<ul style="list-style-type: none"> - Implications of life cycle on market characteristics and strategic focus - Product/market opportunity mix - Product portfolio management 	<ul style="list-style-type: none"> - Create the right mix of products in your offering - Improve your decision making on the most suitable product mix - Plan product development effectively

Module	Learning points	Outcomes After this module you will...
Pricing	<ul style="list-style-type: none"> - Different pricing methods - Price/volume considerations - Pricing for profit 	<ul style="list-style-type: none"> - Understand pricing strategy - Avoid inappropriate discounting - Understand the link between pricing and profitability - Make more 'scientific' pricing decisions
Marketing communications	<ul style="list-style-type: none"> - Objectives of 'marcomms' - The marketing communication mix - Blending advertising and PR - Website, digital marketing and social media - Marketing literature - Sales promotion - Direct marketing - Sampling - Sponsorship and corporate hospitality - Professional selling and telemarketing - Exhibitions and seminars - Brand management, brand representation and positioning 	<ul style="list-style-type: none"> - Align your marketing communication campaigns with your strategic and tactical objectives - Set practical agency briefs - Measure the power of your communication messages - Integrate and develop 'Marketing 2.0' aspects such as social media, corporate blogs, web positioning, search engine optimisation, pay per click etc
Distribution and logistics	<ul style="list-style-type: none"> - Channel partner management - Outsourcing - Influences on the distribution mix 	<ul style="list-style-type: none"> - Evaluate options for distribution and channel management - Make cost effective decisions which support your overall strategy
Marketing management	<ul style="list-style-type: none"> - Analysis - Planning - Implementation - Control - Developing your marketing plan - Marketing strategy - Differentiation and competition strategy 	<ul style="list-style-type: none"> - Put together a practical marketing plan that will work for your business

Why Buy?

Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

To book or find out more:

t: 0845 072 0144

e: info@tack.co.uk

Marketing Essentials

Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling Negotiating Skills Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

