

Alignment in Sales and Marketing

Duration: 2 Days · **Training format:** Virtual Classroom / Online

Description

This training is a comprehensive program designed to clarify the distribution of roles and responsibilities between sales and marketing departments, ensuring that both units work effectively and in alignment toward common goals. In this training, which includes both theoretical knowledge and practical workshops, participants will learn the fundamental steps of sales and marketing, the challenges they face, performance targets, and areas of collaboration. They will develop strategies that can be applied to their own business processes. This training provides the knowledge and skills needed to manage sales and marketing processes efficiently and to help both departments work more effectively to achieve shared objectives.

This is a 2-day online program. Throughout the training, participants will theoretically learn the core concepts and business processes of sales and marketing. They will also have the opportunity to delve into the topics by sharing examples from their own companies in interactive discussions and group work. Designed to reinforce concepts with practical applications, this program aims to provide participants with new perspectives that they can directly implement in their daily workflows.

Outline

Sales and Marketing Concepts

The primary roles of sales and marketing within a company and general definitions of these two fields.

B2C and B2B Marketing

Marketing strategies and sales processes tailored to different business models; differences between consumer-oriented (B2C) and business-oriented (B2B) marketing.

Stages of Sales Processes

The steps in sales, from lead generation to closing; strategies for customer acquisition and loyalty.

Stages of Marketing Processes

The phases of marketing, from analysis to planning, implementation, and feedback collection; strategy development and target audience identification.

Sales and Marketing KPIs and Goals

Performance indicators and success criteria for sales and marketing; setting metrics and

tracking performance.

Push and Pull Sales/Marketing Techniques

Push and pull marketing strategies and their impact on sales.

Challenges in Marketing

Challenges faced by marketing teams, including shifting customer demands and competitive pressures.

Challenges in Sales

Obstacles faced by sales teams, such as the customer persuasion process and the length of sales cycles.

Sales and Marketing Collaboration

Strategies and communication methods necessary for the two functions to work harmoniously; role distribution and collaboration methods.

Similarities and Differences Between Sales and Marketing

The commonalities and distinctions between the two fields; efforts focused on customer satisfaction and revenue growth.

Prerequisites

There are no prerequisites.