

Best Practice in Marketing, Customer Service and Sales

4 – 8 January 2027
Lisbon (Portugal)

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Introduction

This comprehensive course examines the key elements of marketing, sales, and customer service, highlighting their roles in delivering successful outcomes and driving consumer loyalty. It delves into the principles of marketing management, marketing analytics, and the integration of digital marketing technology. Participants will explore the sales and service processes, learn how to design effective marketing plans, and analyze strategies to improve customer service and sales performance. The course also covers the marketing lifecycle, with a strong focus on customer satisfaction, loyalty, and retention.

Course Objectives

Upon completing this course, participants will:

- Define customer service and break it down into its most basic dimensions to understand its importance in sales and marketing.
- Gain a deep understanding of customer satisfaction, retention, and loyalty, and develop effective ways to measure and optimize them.
- Understand how to incorporate profitability metrics into customer loyalty strategies.
- Identify the key professional behaviors and skills necessary to maximize sales performance.
- Develop the personal habits that enhance selling effectiveness.
- Build a comprehensive marketing framework and develop marketing plans that align with organizational goals.
- Conduct detailed marketing audits and analyze both the micro and macro environments of a business.
- Learn to implement integrated marketing strategies across multiple platforms to achieve competitive advantage.
- Apply advanced marketing strategies to real-world scenarios and enhance sales and customer service outcomes.

A graphic of a chessboard with several pawns. In the foreground, a gold king piece stands prominently. Behind it, a silver pawn and a gold pawn are visible. The background shows concentric circles emanating from the center of the board.

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Course Outlines

Day 1: Customer Service Excellence

- Introduction to Customer Service: Key concepts and the dimensions of customer service.
- Attaining Customer Satisfaction: How to measure and enhance satisfaction through quality measures.
- Customer Satisfaction, Retention, and Loyalty: Techniques to build lasting customer relationships.
- Customer Delight: Going beyond satisfaction to create customer delight and increase loyalty.

Day 2: Key Loyalty Measurements

- Customer Satisfaction Index CSI and Retention Rate CRR: How these metrics drive profitability.
- Customer Life Expectancy and Loyalty Index: Calculating customer lifetime value and impact on marketing strategies.
- The Cost of Loyalty: Evaluating the financial implications of customer retention.
- Activity-Based Costing ABC: Implementing ABC to assess customer acquisition and retention costs.
- Customer Satisfaction Surveys: Designing effective surveys to collect actionable data for improving services.

Day 3: The Changing Business Environment

- Evolution of Personal Selling: How personal, consultative, and strategic selling have evolved.
- The New Sales Competencies: Key traits of a successful salesperson in today's competitive environment.
- Assessing Sales Performance: Key sales indicators to evaluate performance and drive growth.
- Time Management for Salespeople: Developing personal and time-management skills for increased productivity.

Day 4: The Sales Process

- The Sales Process: From prospecting and qualifying leads to closing deals and follow-up.
- Product Selling vs. Service Selling: Understanding the differences in selling tangible products versus services.
- Using Marketing Concepts: How to apply marketing management principles in the sales process.
- Marketing Audit and Planning: Implementing a comprehensive marketing plan based on data analysis.

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A graphic illustration of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a gold pawn nearby. The board is checkered, and there are concentric circles in the background.

Day 5: Marketing Communication and Campaigns

- Marketing Communication Elements: Effective communication techniques that enhance customer relationships.
- Creating a Promotional Campaign: Key steps in designing and executing marketing campaigns.
- Product Life Cycle PLC: Understanding how marketing strategies evolve through the PLC.
- Push and Pull Strategies: Utilizing the right promotional tactics based on the product's lifecycle.
- Marketing Research: How to conduct marketing research and implement findings to optimize campaigns.

Why Attend This Course? Wins & Losses!

- Master advanced marketing strategies and the use of marketing analytics to boost customer satisfaction, retention, and loyalty.
- Learn to create a comprehensive marketing plan that integrates sales and service strategies for maximum effectiveness.
- Gain expertise in digital marketing and the latest marketing technology to drive sales and improve customer experiences.
- Build personal habits and sales skills that enhance your effectiveness as a sales executive or customer service representative.
- Develop a marketing framework that allows you to execute strategic marketing plans aligned with organizational goals.

Conclusion

This course equips participants with the knowledge and skills needed to succeed in the evolving landscape of marketing, sales, and customer service. By focusing on marketing management, customer satisfaction, loyalty strategies, and sales techniques, attendees will be well-prepared to tackle the challenges of today's business environment. Whether you're a marketing manager, sales executive, or customer service professional, this course will provide the tools and insights necessary for driving success, improving customer relationships, and achieving a competitive advantage.

If you're looking to advance your career or improve your organization's marketing outcomes, this course offers an invaluable opportunity to gain practical expertise in integrated marketing and sales management.

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