Best Practice in Marketing, Customer Service and Sales: Comprehensive course

8 – 19 March 2027
Cape Town (South Africa)

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Introduction

This course is ideal for individuals looking to enhance their skills in marketing, sales, and customer service. It aims to provide a comprehensive examination of the core components of the market, the role of marketing, sales, and customer service in achieving organizational success, as well as analyzing consumer behavior. The course will cover best marketing practices and offer advanced strategies and techniques in sales and customer service to improve performance and meet organizational goals. The focus will be on designing and implementing effective marketing plans based on the latest strategies in marketing and sales within today's business environment.

Course Objectives

By the end of this course, participants will be able to:

- Define customer service and explain its essential dimensions in managing customer relationships.
- Measure customer satisfaction and loyalty using systematic and effective methods, and provide strategies for their improvement.
- Develop effective sales strategies focusing on professional sales behaviors and techniques to increase performance.
- Integrate best marketing practices to create comprehensive marketing strategies that support the organization's objectives.
- Apply advanced marketing strategies and market analysis to gain sustainable competitive advantages.
- Build and evaluate marketing, sales, and customer service plans based on the latest tools and approved models.

Course Outlines

Day 1: Customer Service

- Introduction to customer service: defining customer service and its essential dimensions.
- Strategies to meet customer needs.
- Measuring customer satisfaction through quality standards.
- Achieving excellence in customer service.

Day 2: Satisfaction and Loyalty

- Understanding satisfaction, loyalty, and customer retention.
- Different levels of loyalty and the difference between loyalty and satisfaction.
- Strategies for achieving long-term customer happiness and loyalty.

Day 3: Key Loyalty Indicators

- Using the Customer Satisfaction Index CSI and Customer Retention Rate CRR.
- The impact of loyalty on profitability.
- Applying cost-based analysis to improve customer profitability.
- Customer loyalty index and how to leverage it.

Day 4: Customer Satisfaction Surveys

- Designing customer surveys and formulating questions scientifically.
- Sampling techniques and data collection methods for analyzing customer satisfaction.
- Using different types of satisfaction surveys, such as transaction-based surveys.

Day 5: Changing Work Environment

- Evolution of personal sales from traditional techniques to consultative sales, partnership, and social selling.
- Skills and techniques required for a successful salesperson.
- Understanding the difference between sales and customer service and how to integrate them for better results.

Day 6: Sales Process

- Basic sales techniques like qualification and approach.
- Handling customer objections and closing the deal.
- Learning various sales techniques such as product-selling versus service-selling.

Day 7: Marketing and Advertising

- Comprehensive marketing strategies and promotions using the 4Ps model.
- Designing an effective promotional campaign aligned with advertising goals.
- Analyzing and evaluating promotional campaigns and measuring their success.

Day 8: Market Analysis and Marketing Planning

- Using analytical tools like PESTLE, SWOT, and Porter's Five Forces.
- Market segmentation techniques and targeting the ideal audience.
- Effective marketing planning to define future marketing strategies.

Day 9: Product Life Cycle PLC

- Marketing strategies for each stage of the product life cycle.
- Promotion and strategic analysis for each phase of the product life cycle.

Day 10: Marketing Research

- Understanding the marketing research process and how to collect primary and secondary data.
- Designing surveys and questionnaires to gain valuable insights into consumer behavior.

Why Attend this Course: Wins & Losses!

- Learn the best sales techniques and modern marketing strategies that will enable you to improve customer service and increase revenue.
- Understand the best marketing practices used by successful companies and apply them to achieve tangible results.
- Acquire advanced skills in customer service management, contributing to increased customer loyalty and long-term relationships.
- Learn how to achieve excellence in sales using strong marketing and sales strategies.
- Gain the necessary knowledge to apply advanced marketing strategies in the workplace, improving organizational performance and achieving market excellence.

Conclusion

By completing this specialized training in marketing, sales, and customer service, you will be fully prepared to apply best marketing practices and effective sales techniques. Through practical training and strategic analysis, you will be able to achieve exceptional results in customer service, increase customer loyalty, and implement modern sales strategies to elevate organizational performance.

Register today and acquire the skills needed to become an expert in marketing and sales, achieving success in the competitive business world.