

Best Practice in Marketing, Customer Service and Sales

Barcelona (Spain)

16 - 27 September 2024

UK Training

PARTNER



Best Practice in Marketing, Customer Service and Sales

Code: CC28 From: 16 - 27 September 2024 City: Barcelona (Spain) Fees: 7500 Pound

Introduction

An examination of the makeup of the market, the role of marketing, sales, and customer service in the delivery, and relevant consumer behavior. Topics include basic principles and key concepts related to the design and implementation of marketing efforts in service & product organizations. The goal is to develop and evaluate marketing, sales, and customer service plans. Discussion covers the marketing process and the development and analysis of strategic marketing plans.

Course Objectives of Best Practice in Marketing, Customer Service & Sales

- Define customer service and break it down to its most basic dimensions
- Explain customer satisfaction, retention, and loyalty and measure them in a meaningful and systematic way
- Defend the use of a profitability dimension to any customer loyalty strategy
- Identify the right professional selling behaviors and skills needed to maximize sales performance
- Develop the right personal habits to optimize selling effectiveness
- Define the marketing framework of a business organization
- Conduct marketing audits and analysis to better examine the micro and macro environments
- Combine best practices, tools, and models to implement an effective marketing and sales management system
- Develop strategies, initiatives, and programs to build and sustain a competitive market advantage
- Apply planning and the execution of advanced marketing strategies to enhance organizational results

Best Practice in Marketing, Customer Service & Sales Course Outlines

Day 1

Customer service

- Introduction to customer service
- Definition of customer service
- Service dimensions
- Addressing customer needs

Attaining customer satisfaction through quality measures

- Customer service excellence

Day 2

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

Customer Satisfaction and Loyalty

- Customer satisfaction, retention, loyalty, and delight
- Levels of loyalty
- Customer satisfaction and loyalty
- Customer delight

Day 3

Key loyalty measurements

- Customer Satisfaction Index CSI and Customer Retention Rate CRR
- Profit impact of CRR
- Customer life expectancy
- Customer loyalty index

Loyalty and profits

- The cost of loyalty
- Generally Accepted Accounting Principles GAAP shortfall
- Activity-Based Costing ABC
- Customer profitability and the whale curve
- Customer profitability at best practice companies
- The strategy quadrants

Day 4

Customer satisfaction surveys

- Surveys and questionnaires
- The objective of the survey
- Population of interest
- Writing the questions
- Sampling methods
- Administration and analysis
 - Customer surveys guidelines
 - Different survey metrics
 - Types of satisfaction surveys: transactional versus image-based satisfaction surveys
 - Who and what to measure
 - How to ask
 - Loyalty components
 - The importance of demographics

Segmenting your customers

- Attitudinal and behavioral dimensions
- Demographic variables, consumer and business
- Customer profiling
- Customer modeling

UK Training

PARTNER



Day 5

The changing business environment

- The evolution of personal selling
- Marketing
- Consultative
- Strategic
- Partnering
- Social
 - The new sales competencies
 - Behaviors, characteristics, and skills of a successful salesperson
 - Assessing performance according to specific sales indicators
 - The 10 root causes of sales problems
 - Personal selling profile

Preparation and self-organization

- Personal management
- Self-mastery
- Personal planning
- Self-talk
- Personal image
 - Time management for salespeople
 - Understanding the psychology of selling
 - Developing strategies for sales success

Day 6

The sales process

- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Overcoming objections
- Closing
- Follow up and maintenance
- Product selling versus service selling
- A glimpse into different selling models

Marketing concepts

- Marketing management defined
- Evolution of the marketing concept
- Differences between marketing and selling
- Scope of marketing management
- Setting the scene: the marketing mix
- Using the 4Ps marketing mix model

UK Training

PARTNER



Day 7

Marketing audit and planning

- Understanding the marketing environment
- Various marketing analysis techniques
 - 'PESTLE' analysis
 - 'SWOT' analysis
 - The five forces model M. Porter
 - Customer analysis
 - Competitive analysis
- The marketing audit
- Marketing planning

Market segmentation, targeting, and positioning

- Market segmentation defined
- Basis of market segmentation B2C
- Basis of market segmentation B2B
- Criteria for successful segmentation
- Market targeting
- Market positioning
- Steps in market segmentation, targeting, and positioning

Day 8

Marketing communication and campaigns

- Elements of the communication process
- Steps in creating a promotional campaign
- The goals and tasks of promotion
- The 'AIDA' concept
- Setting the advertising budget
- The various media types
- Media scheduling
- Evaluating promotional campaigns

Day 9

The Product Life Cycle PLC: a strategic approach

- The PLC concept
- Marketing strategies for PLC
- The promotion mix and marketing objectives
- Characteristics promotion mix elements
- Promotion mix strategies across the PLC
- Push and pull strategies

Day 10

UK Training

PARTNER



Marketing research

- Marketing research defined
- The marketing research process
- Secondary and primary data
- Questionnaire design
- Forms of survey research

UK Training
PARTNER



Blackbird Training Cities

Europe



Zurich (Switzerland)



Stockholm (Sweden)



Lyon (France)



Copenhagen (Denmark)



Bordeaux (France)



Annecy (France)



Oslo (Norway)



Edinburgh (UK)



Glasgow (Scotland)



Malaga (Spain)



London (UK)



Istanbul (Turkey)



Amsterdam (Netherlands)
(Switzerland)



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna (Austria)



Rome (Italy)



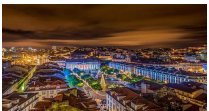
Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Manchester (UK)

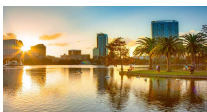


Milan (Italy)

USA & Canada



Los Angeles (USA)



Florida (USA)



Online



Boston (USA)



Washington (USA)



Miami(USA)



New York (USA)



Toronto (Canada)



Blackbird Training Cities

Asia



Baku (Azerbaijan)



Maldives (Maldives)



Manila (Philippines)



Bali (Indonesia)



Bangkok (Thailand)



Beijing (China)



Moscow (Russia)
(Malaysia)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Dubai (UAE)



Kuala Lumpur



Jakarta (Indonesia)

Africa



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Marocco)



Nairobi (Kenya)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

- Professional Skills
- Finance, Accounting, Budgeting
- Media & Public Relations
- Project Management
- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Refinement

Technical Courses

- Hospital Management
- Public Sector
- Special Workshops
- Oil & Gas Engineering
- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
- Aviation
- C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



training@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

