

# House Rules

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1. Please be on time for each session.
2. Keep video on all the time.
3. Mute audio device during the course to avoid unnecessary background sound.
4. Unmute the audio for participation in the questions & answer sessions.
5. Raise your hand if you have an immediate question or comment.
6. Prepare to be called on by name.

# Note from Trainer

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1. Identify yourself by renaming accordingly in zoom Name|Company|Designation|Contact
2. There will be mini breaks throughout the session to help with focus. Please do come back to the training on time.
3. It will be best to be fully present for the training to get the most out of the 3 hours together
4. Have fun!

# Sales & Marketing EC Global

By Sharon Lee  
8<sup>th</sup> May 2022



- Activation
- What do you wish to learn from this course

# UNDERSTANDING THE CONCEPT OF MARKETING & SALES



# WHAT IS MARKETING?

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Role of Marketing therefore is to balance:

... with a **long-term focus** on

Consumer needs &  
wants



Company's objectives

# WHAT IS MARKETING?

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1. Consumer Understanding



5. Management: Branding, Budget, P&L, Implementation plan

4. Communications

2. Product Innovation

3. 7Ps : Product, Price, Promotions, Placement, People, Process, Physical Evidence

2010-2012

# WHAT IS SALES

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Sales is a process that results in a transaction between two or more parties in which the buyer receives the offering, and the seller gets something of value in return.

- **Sales is a process:** While 'sale' is a transaction, sales is a process that results in this transaction.
- **Something of value in return:** Sales always involve the buyer paying for the offering in the form of money or another asset.



# The Importance Of Sales

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The sales department plays a major role in the success of a business. It is the only department responsible for bringing money to the organization.

## My Awesome Company

### PROFIT AND LOSS

January - December 2018

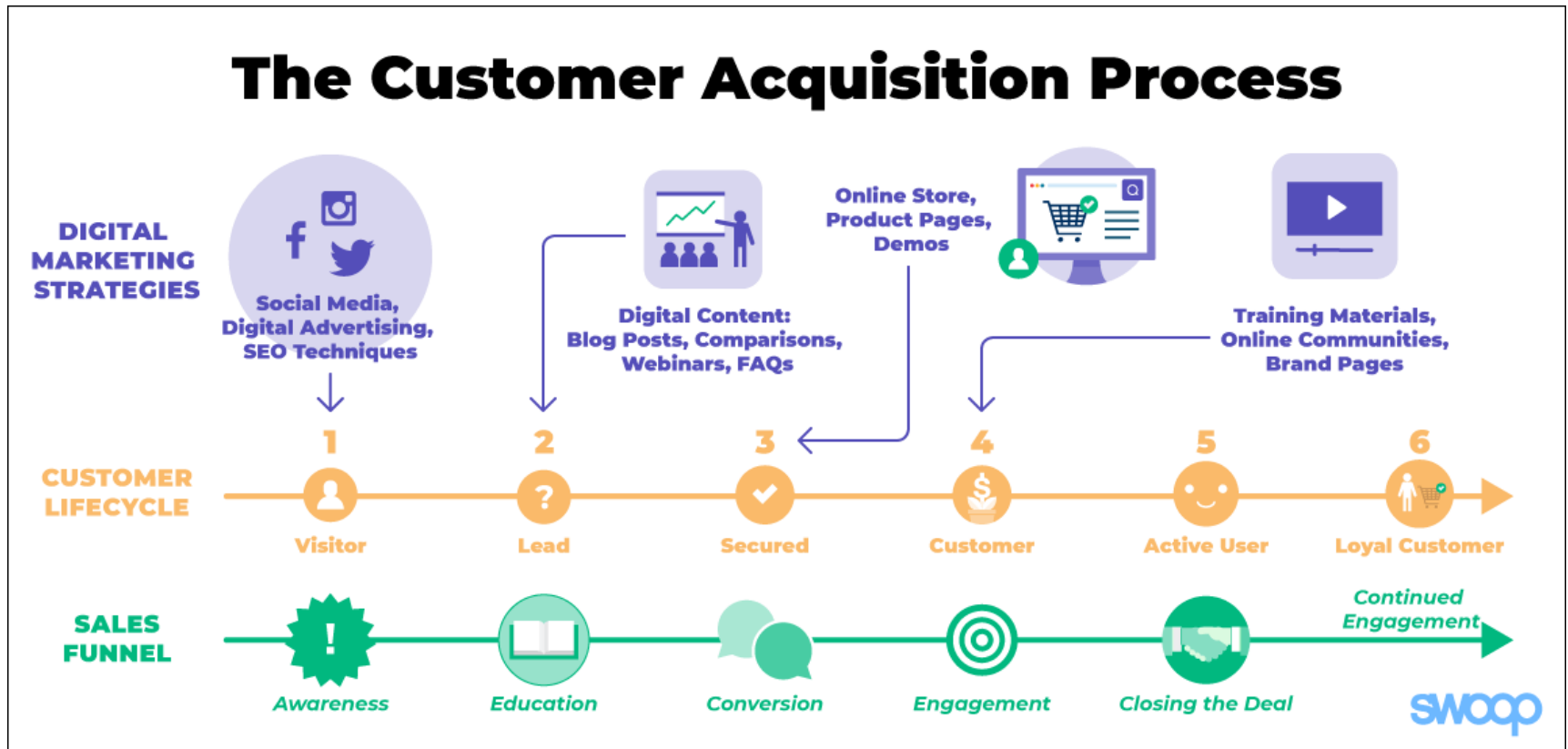
	TOTAL
Income	\$87,763.99
Cost of Goods Sold	\$9,328.00
GROSS PROFIT	\$78,435.99
Expenses	\$5,707.06
NET OPERATING INCOME	\$72,728.93
Other Income	\$43.12
Other Expenses	\$10,721.88
NET OTHER INCOME	\$ -10,678.76
NET INCOME	\$62,050.17

Sales

Marketing

# The Interplay Between Sales & Marketing

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# HOW MARKETING AND SALES DIFFER

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**Marketing** is a set of activities and processes aimed at:

- Developing an offering that proves to be valuable to the customers
- Communicating about the offering to the prospective and existing customers
- Transacting with buyers the offering in exchange for money or similar assets
- Delivering the offering as promised

**Sales, is a part of marketing** and is focused only on the transaction aspect and activities which result in this transaction.

# Sales vs Business Development

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Business development is the process of creating long-term value for a business through: Building relationships with existing and prospective customers and stakeholders of the company

- Exploring new market opportunities and finding new markets to expand the business
- Making the most out of the customers by using various sales and marketing activities.

Sales, on the other hand, is just a part of business development that is focused on getting the most out of the existing and new customers.

# HOW MARKETING AND SALES DIFFER

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	Marketing	Selling
	versus	
<b>Approach</b>	Customer orientation: Create value to accommodate needs of target market	Customer orientation: Match customer's demand to current offerings
<b>Process</b>	One-to-many	Usually one-to-one
<b>Focus</b>	Customer acquisition and retention	Generate purchases/orders: Fulfill sale volume objectives
<b>Horizon</b>	Longer-term	Short-term
<b>Scope</b>	Research, development, promotions, delivery	Persuading customers to purchase existing product
<b>Strategy</b>	Pull	Push
<b>Priority</b>	Customer lifetime value	Transactional

# TYPES OF SALES

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- **B2B Sales:** businesses sell offerings to other businesses
- **B2C Sales:** businesses sell offerings to end consumers for final consumption

# TYPES OF SALES ACCORDING TO SALES CHANNELS

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- **Online Sales:** Using internet channels to sell
- **Offline Sales:** Using offline channels like personal selling, and supermarkets, to sell.
- **Telesales:** Selling over the telephone.
- **Affiliate Sales:** Taking the help of other people or businesses to sell and providing them with a commission for every sale
- **Outsourced Sales:** Outsourcing sales to a third party on a contract basis.

# WHY STUDY SALES & MARKETING





# WHY STUDY SALES & MARKETING

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- Every industry and every company needs sales and marketing = **Many career opportunities**

many forms of marketing to specialize in; market research, consumer behaviour, branding, strategy, digital marketing, social media, promotions, events, services marketing

- **Marketing skills are transferable.** Marketing is the study of behaviour and human nature. Many fields value these skills. Think about management, leadership, public relations, advertising, direct sales, retail, hospitality, or even business ownership.

# WHY STUDY SALES & MARKETING

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- **Behaviour analysis and interpretation is fascinating** – understanding people and why we do things is the key to sales.
  - Why do you choose one product over another? What makes someone spend an extra \$20 when the exact same product is sold for less by a competitor?
  
- Those who study sales and marketing will gain an understanding of the buyer decision-making process and what influences buyer behaviour

# WHY STUDY SALES & MARKETING

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- **There is career progression**

There is a career pathway in the corporate world of sales and marketing. You could eventually work your way up to general management.

- **In our growing digital world, marketing is still essential.** Gaining insight and knowledge of digital marketing is absolutely key to a long and prosperous career in sales and marketing.

# How Sales & Marketing Contribute to a Company's Health



# HOW SALES & MARKETING CONTRIBUTE TO BUSINESS SUCCESS

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## VALUE CHAIN

### PRIMARY ACTIVITIES



### SUPPORT ACTIVITIES



**P  
R  
O  
F  
I  
T**



# SALES & MARKETING IMPACT ON OUR DAILY LIFE



# A Day in the Life



## Rise and shine, a new day awaits.

And Message Systems is here to keep you on track with the latest updates in your social networks, work inbox and financials. Why's that? Because approximately 20% of global email is sent through our Momentum software. Walk with us for a moment.



Good morning! **Facebook** alerts you that your buddy Rachel has tagged you in photos from last night's dinner.



At the office, you receive a **LinkedIn** recommendation from one of your colleagues.



During your morning commute, **Match.com** sends you a notification that *officenerd2093* has just winked at you.



Lunch time! You head out to try the new Italian deli, Guiseppe's, thanks to your **Groupon** daily deal.



**Survey Monkey** emails you a questionnaire asking for feedback about the new spin class instructor.



On your way home, **PayPal** emails you a receipt for the online order of flowers to be delivered on your mother's birthday.



## Good night, we'll see you soon :)

Whenever you check your email, it's likely that you are interacting with Message Systems. That's because a who's who of e-businesses, retailers, brands and cloud companies power communications through Momentum. So rest well. We look forward to spending another day with you tomorrow.



# THE SALES & MARKETING CYCLE



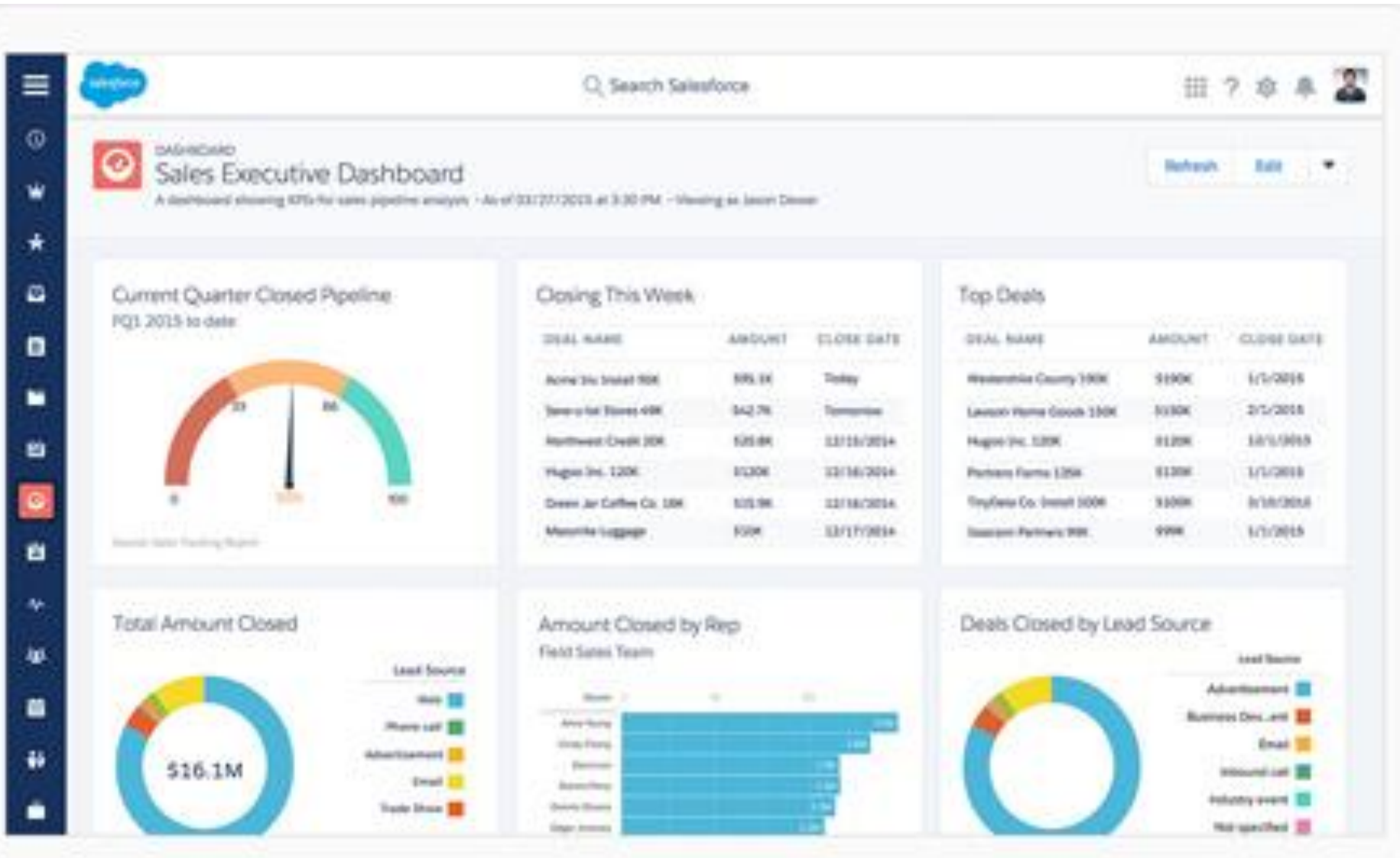


# THE SALES CYCLE

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# MANAGING THE SALES CYCLE



# MANAGING THE SALES CYCLE

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# Benefits of a CRM system

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## 1) It gives you better information about their organisation

- Customer knowledge is vital if you are to give a great support experience to your customers.
- A CRM system enables you to keep all relevant information
- The real benefits of a CRM system occur when you're able to categorize the information about a business into one integrated tool that allows anyone in your company to access up-to-date information at the touch of a button.

# Benefits of a CRM system

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## **2) It improves your communication processes across the board**

- Imagine if your main contact left the customer's company. A CRM tool allows you to maintain the relationship with any new person who joins so you don't have to start again, building relationships.

## **3) It reduces the impact of silos within your company**

- All departments, including production, sales, admin, marketing, and others, can have easy access to the information that will allow them to manage the sales process, right from pipeline management through to follow-up processes.

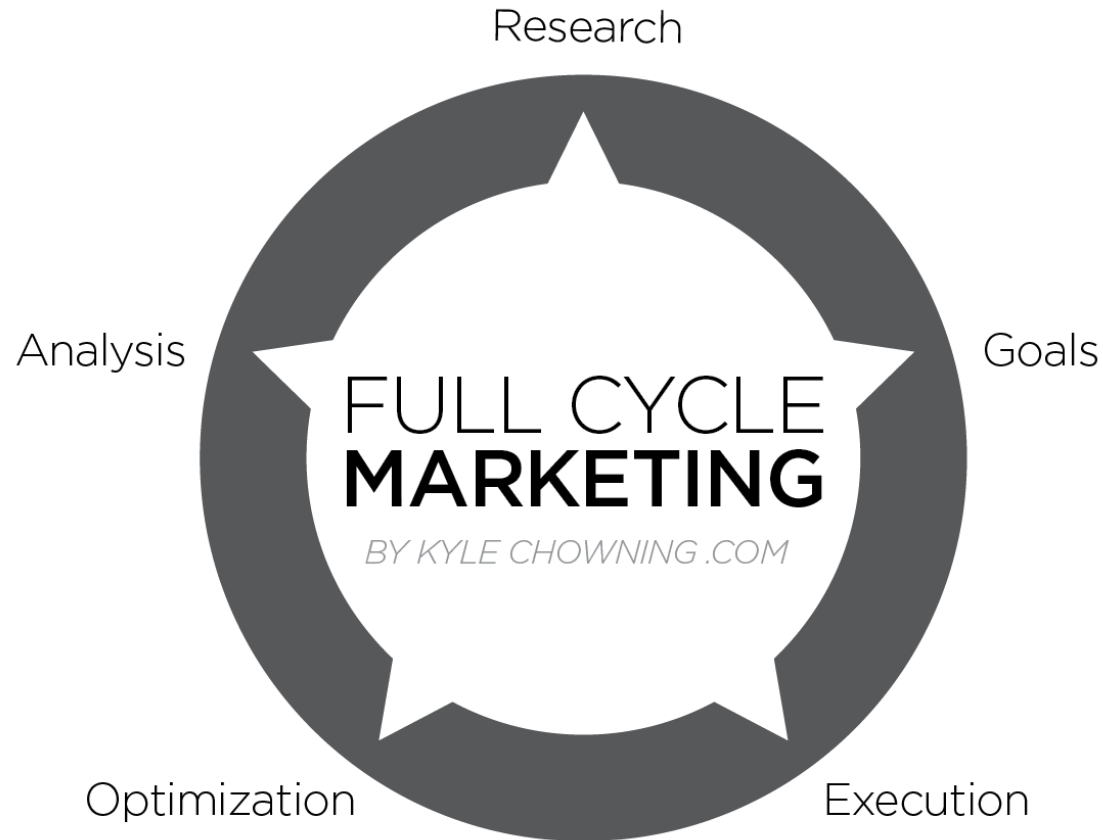
# Benefits of a CRM system

## **4) It enables a seamless customer service experience**

- Imagine the customer experiences a problem that needs to be solved urgently.
- Instead of being passed from department to department, a CRM system that can be accessed by one department
- This will provide a seamless experience for the customer, as they see their query handled in a professional and data-driven way.

# THE MARKETING CYCLE

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# MANAGING THE MARKETING CYCLE

## THE ANNUAL MARKETING PLAN

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### 1.0 Executive Summary

### 2.0 Situational Analysis

#### 2.1 Market Summary

2.1.1 Market Trends

2.1.2 Market Needs

2.1.3 Market Growth

2.1.4 Competitive Analysis

#### 2.2 SWOT Analysis

2.2.1 Strengths

2.2.2 Weakness

2.2.3 Opportunities

2.2.4 Threats

### 2.3 Critical Success Factors

### 2.4 Key Issues

### 3.0 Marketing Strategy

3.1 Core Marketing Strategies

3.2 Market Segment &  
Positioning

3.3 Marketing, Sales &  
Financial Objectives

3.4 Marketing Mix Strategies &  
Tactical Plan

### 4.0 Controls

4.1 Implementation & Control

4.2 Contingency Planning



Thank you.

Sharon Lee