Sales and Marketing Planning

Example Course Outline:

Each workshop is tailored to the client and the environment they are working in and desired outcomes.

This course is targeted at Marketing Teams | Sales Management| Support teams eg Market Access, Medical

Programmes can be 1 or 2 day and will involve guided learning principles: Active workshops vs too much ppt.

Typical Content will involve

* Principles of Sales and Marketing Execution
* Having the Right team to build and execute your plan
* Marketing Planning Process
* Marketing Planning Templates
* Segmentation of your Customers
* Customer Portrait | Customer Messaging
* Setting the right KPIs – drive the right activities to deliver results