

# From Product to Purchase: Essential Marketing Skills for Success

Sales, Marketing, and Customer Care



**In-Class**



**8 hours**



**EGP 2,680**

## **Course Description:**

We keep vying for the attention of our prospects after having created a product or service that we consider to be the best. This makes us introduce our products and services to the buyers in ways that not only create an impact on them but also stand out from the competition. This requires us to focus on marketing activities and their fundamentals. Marketing is at the core of any organization and the consumer is the heartbeat. There will be no demand if there is no consumer – and of course no sales. It thus makes it important to understand the fundamentals of the market and how to develop and maintain a competitive advantage.

## **Target Audience:**

Marketing Professionals

## **Course Objectives:**

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

- Understand the difference between traditional and contemporary marketing
- Describe marketing as a coordinated & integrated effort of all the departments & functions of the organization
- Develop a thorough understanding of the skills required to gain a competitive edge in today's constantly changing environment
- Appreciate the environment- external or internal to the organization which will result in enhancing Product or service quality
- Evaluate data, information, and evidence to arrive at the marketing decisions
- Discuss conflict management among departments
- Build and improve the marketing vocabulary of the participants in other departments
- Develop an understanding of the ethical issues in marketing

## **Course Outline:**

### **Module One: What is Marketing?**

- What is a Market?
- Marketing is Not Selling
- Understanding Customer Needs
- Defining Your Product or Service

### **Module Two: Common Marketing Types**

- Direct Marketing
- Active Marketing

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- Incoming Marketing
- Outgoing Marketing
- Guerilla Marketing
- B2B Marketing
- B2C Marketing
- Promotional Marketing

## **Module Three: The Marketing Mix**

- Product
- Price
- Promotion
- Place

## **Module Four: Communicating the Right Way**

- The Marketing Pitch
- Sell Value Not Price
- Fun and Entertaining is Powerful
- Choosing the Right Media

## **Module Five: Customer Communications**

- Give Your Customers a Voice
- It's Not About You, It's About Them
- Every Interaction Counts
- Answer Questions Honestly

## **Module Six: Marketing Goals**

- Brand Switching
- Repeat Purchases
- Brand Loyalty
- Inform and Educate

## **Module Seven: The Marketing Funnel**

- Awareness
- Interest
- Desire
- Action

## **Module Eight: Marketing Mistakes**

- Not Taking Social Media Seriously
- Not Having a USP
- Cross-Cultural and International Translations
- Not Building a Relationship
- Not Having a Plan

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- Aiming at Everyone
- Not Tracking Metrics
- Not Listening to Your Customers

## **Assessment Strategy:**

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

## **Upon Successful Completion of this Course, participants will obtain:**

0.6 CEUs

## **Course Language:**

English

## **Prerequisites:**

N/A