This Extended Program features an enhanced-learning journey!

Register now for the upcoming session:
September 12 - 13, 2019
February 24 - 25, 2020
Executive Learning Centre
+ 6 weeks online

Profitable Revenue Growth with Integrated Marketing and Sales Strategies
A complete system to align marketing and sales around the customer.

Our instructor-driven blended-learning program allows you to:
1. Have peer interaction and one-on-one access to the instructor, ready to guide you at each step of the program.
2. Progress by exploring each topic in detail at your own pace.
3. Learn anywhere and anytime using flexible modules.
4. Apply the concepts covered to daily work challenges.
5. Work on a project to fully understand and apply what is being taught in the program.
A New Enhanced Learning Journey!

Featuring an effective blended in-class + online learning approach.

Enjoy the benefits and convenience of learning at your own pace to complete this innovative program.

Top Take-Aways

- Key drivers of profitable sales growth
- Understand the critical relationship between marketing planning and sales execution
- Use practical templates to develop strategic marketing plans, sales plans and customer plans
- A complete implementation system to align marketing, sales, and other functions around the customer
- How to analyze and use key data on customers, markets and competitors
- How to segment your markets and customers to increase profitability
- Strategies for digital and non-digital customer experience management

Finish by presenting your project via a webinar.

Review weekly modules of material and read assigned materials.

Test your comprehension of the material by taking online quizzes.

Share your questions, learning, experiences, challenges, ideas with the instructor and classmates via a discussion board.

Work remotely on a project to apply the material to your business challenges.

Start by attending two days on campus to learn, meet your instructor, and classmates.

Finish by presenting your project via a webinar.

Register Today / Complete Details

http://seec.online/12307
Any marketing, sales or customer service manager would agree that if you fail to plan, you plan to fail. Research shows that successful firms of all sizes succeed primarily because they develop superior marketing (go-to-market) strategies implemented through flawless sales and customer strategies. The goal of this program is to provide you with a set of straightforward tools and techniques to gather information on your customers and competitors, and develop appropriate marketing strategies to execute these strategies via your sales and customer plans.

Who Should Attend
Past participants typically have had these titles:
- Vice president of marketing
- Vice president of sales
- Vice president of customer service
- National sales and marketing manager
- Director of marketing
- Channel marketing manager
- Director of business development
- General manager
- Entrepreneurs, business owners & partners

Featured Instructor
Ajay K. Sirsi, PhD, is a senior marketing and sales professor at the Schulich School of Business and a top consultant to organizations. Ajay is also the creator of the marketing and sales methodology called Marketing Led – Sales Driven (MLSD) – used by hundreds of firms globally to develop strong marketing strategies followed by flawless implementation at the sales and customer levels. His next book, on customer segmentation, will be published in 2019.

Overview of Learning
The Role of Marketing and Sales in Successful Organizations
- Marketing and sales secrets of successful organizations: summary of academic research
- Key drivers of profitable sales growth
- What happens when marketing and sales do not work together
- How to align marketing, sales, and other functions around a common customer strategy
- Critical linkages to develop in strategy formulation and implementation

Understanding Customer Needs
- Root cause of weak marketing and sales strategies: poor understanding of customer needs
- Distinguishing between a customer need and a basic care variable
- A powerful tool to understand customer needs and value drivers

Developing a Strong Marketing Plan
- Analyzing customers, markets and competitors
- From data to insight: identifying opportunities and threats for the business
- Compete effectively by identifying key issues facing your business
- Using the marketing mix elements (product, price, channel of distribution and marketing communications) to develop your go-to-market strategy

Market Segmentation: The Key to Marketing and Sales Success
- Why are most senior managers not happy with their segmentation efforts?
- Three principles behind successful segmentation models
- How to properly segment your markets and customers
- Avoiding common mistakes in market segmentation

Successfully Translating Strategic Marketing Plans into Sales and Customer Plans
- Establishing an annual planning calendar
- Developing sales plans to focus the sales effort
- Developing customer plans to formulate and deliver customer value propositions
- Aligning the enterprise: getting different functional groups to work together to identify, satisfy and keep customers

Preparing Powerful Marketing and Sales Plans for Your Organization
- Time online to work on your own strategic marketing and sales plans
- Sample plans and templates to use in your business
- Review of course take-home materials for back at the office

ADDED REGISTRATION BONUS!
In addition to one-to-one marketing plan feedback, receive a complimentary copy of Dr. Sirsi’s book Marketing Led – Sales Driven
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Date & Location:
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Executive Learning Centre + 6 weeks online

Registration Fee: $3,250 + applicable taxes

Registration Details:
• Tuition includes teaching materials, lunches and refreshments, but not accommodations.
• A special hotel rate is available if you choose overnight accommodation.
• Programs run from 9:00 a.m. to 4:30 p.m.
• Modules, speakers, topics, dates, fees, and locations are subject to change.
• Complete registration details at seec.online/FAQ.

Get the whole picture.
Preview complete course content and instructor bio online.
http://seec.online/12307

More Questions? Get in Touch!
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execedinfo@schulich.yorku.ca