



Schulich
School of Business
Executive Education Centre

Register for
an Upcoming
Session:

July 13 - 15, 2020

Profitable Revenue Growth with Integrated Marketing and Sales Strategies

A complete system to align marketing and sales around the customer.

Our Participants Say it Best:

"The facilitator, the facility, the content and the networking make this course invaluable. I was able to analyze my organization in a whole new way by learning the course content and asking for personal opinions on the core issues I was facing."

L. Suarez, Marketing Director,
IPS Invoice Payment System

"This course is rich in information and moves at a fast but manageable pace. Interaction with the other students put a lot of concepts into a real perspective for me"

D. Morris, Business Development Manager,
Silcotech North America Inc.

"The program will change the way you see your business and analyze your opportunities. I learned planning and strategy is the key component of any successful organization."

D. Rudd, Waste Water Industry Manager,
Endress + Hauser

Key take-aways from this popular program include learning to:

Analyze customer, market and competitor data to identify opportunities and threats for the business.

Integrate marketing (go-to-market), sales, and customer plans to align functions around a common strategy.

Avoid common mistakes and properly segment markets and customers using three simple principles.



Register Today / Complete Details

<https://seec.online/12669>



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The proven strategy course that aligns your sales and marketing functions and delivers to your bottom line.

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**.

Top Take-Aways

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

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

ADDED BONUS: After the course, send your marketing or sales plan to Dr. Sirsi for review and feedback.

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 latest book, on customer segmentation was published in 2019.

Overview of Learning

The Role of Marketing and Sales in Successful Organizations

- Marketing and sales secrets of successful organizations
- Key drivers of profitable sales growth
- Aligning marketing, sales, and other functions around a common strategy

Understanding Customer Needs

- Root cause of weak marketing & sales strategies
- 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

- From data to insight: identifying opportunities and threats
- Compete effectively by identifying key issues facing your business
- Using the marketing mix elements to develop your go-to-market strategy

Market Segmentation: The Key to Marketing and Sales Success

- 3 principles behind successful segmentation
- Properly segmenting markets and customers
- Avoiding common mistakes

Successfully Translating Strategic Marketing Plans into Sales & Customer Plans

- Developing sales plans to focus the sales effort
- Developing customer plans to formulate and deliver customer value propositions
- Aligning the enterprise to work together

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 for your use
- Review of course take-home materials

Register Today!

Dates & Locations:

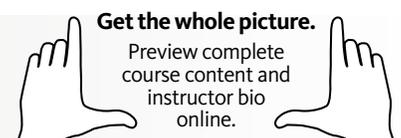
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Registration Fee:

\$3,250 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A corporate rate is available at partner hotels
- 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



Complete Details / Register Today

<https://seec.online/12669>

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