



Asia Masters Center

Marketing & Sales (Skill – Creativity – Excellence)



Marketing & Sales
(Skill – Creativity – Excellence)

➔ Course Objective

- Create a strategy that exponentially boosts the efficiency of Marketing & Sales
- Identify your true responsibilities and leadership tasks as an Executive
- Develop a customer-focused approach for all processes within your organization
- Study how to monitor clients' buying decisions and make strategy adjustments accordingly
- Implement the secret resources in your company that you never knew about
- Build client service ethics to increase customer retention and loyalty
- Master the steps of consistent new strategy integration at your company
- Establish new standards of service to make consumers fall in love with your brand
- Minimize marketing & sales costs by applying the customer-focused approach
- Maximize efficiency of your team by applying the best motivation methods
- Use powerful executive tactics to expressively increase company revenue

➔ Target Audience

- Marketing Managers or Directors
- Sales Managers or Directors
- Sales Trainers
- Salespeople
- Brand Managers
- Public Relations (PR) Professionals
- Customer Service Professionals
- Purchasing and supply chain managersProject managers

➔ Course Outline

- The role of the Executive of the future and obligatory Professional Advancement
- Changing business landscape and the essential professional adjustments
- Improvement of your company's Performance via a Customer-in-Focus approach
- Consumer-Focused marketing and sales for successful Management Results
- Seeing Marketing Value differently – what needs to be changed right away
- Plan - implement - adjust - approach – the strategy path for a changing environment
- Tactics for understanding the Key factors of Successful Marketing & Sales
- True value of Client-Focused Sales and After-Sales for overall results
- Role of Education of a Company Team in achieving Executive Performance



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- The Powerful Secret Resources every company has and how to Activate them
- Elements and factors for successfully deploying your Marketing & Sales Strategy
- Co-ordination of your Plan with different departments and with existing workflows
- Gaining the ability to see your service and products from customer's prospective
- Recognizing the true Value of your Product or Service from the Client's Standpoint
- Building Consumers' Trust – what it means in the modern & highly dynamic environment
- Your leadership role as the Executive – Guidelines to keep you focused and efficient
- Upcoming changes are just around the corner – never stop improving yourself
- Case studies from top companies – high-value Learning from Success Stories
- The design of financial models for forecasting and decision-making

➤ **The Feature Of Asia Master Training And Development Center**

- we pick up the customer from the airport to the hotel.
- we give the participant training bag includes all the necessary tools for the course.
- Working within groups to achieve the best results.
- All our courses are confirmed and we do not postpone or cancel the courses regardless of the number of participants in the course.
- We can assist you in booking hotels at discounted prices if you wish to book through us.
- We offer the certificate from Asia Masters Center for Training and Administrative Development.

➔ **The Cost Of The Training Program Includes The Following:**

- 1) Scientific article on flash memory.
- 2) Training Room.
- 3) Training.
- 4) Coffee break.
- 5) The training bag includes all the tools for the course.

Price (USD)

**Communicate with the training department
to know the participation fees**

➤ **There are offers and discounts for groups**



Asia Masters Center

The details of the bank account

Bank name: CIMB Bank Berhad

Account name: Asia Masters Center SDN. BHD

Bank account number: 80-0733590-5

Swift code: CIBBMYKL

IBAN: Null