



Schulich
School of Business
Executive Education Centre

**Register for
an Upcoming
Session:**

April 24 - 26, 2017
November 13 - 15, 2017

Developing & Implementing Strategic Marketing & Sales Plans

A complete system for integrating marketing, sales, and customer plans to break down functional silos and build profitable companies, products and services.

SEEC Moments of Insight include:

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

Translating the marketing plan into a sales plan to focus the sales effort and a customer plan to add value.

Three principles to use to avoid common mistakes and properly segment markets and customers.

Featuring Instructor

Ajay K. Sirsi, Ph.D.

Ajay is a senior marketing professor at the Schulich School of Business whose research has won awards internationally. He is the author of three books including: *Marketing Led – Sales Driven: How Successful Businesses Use The Power Of Marketing Plans And Sales Execution To Win In The Marketplace* and *Marketing: A Roadmap To Success*. Ajay is also the creator of the marketing and sales methodology called Marketing Led – Sales Driven (MLSD). This process is used by hundreds of organizations globally to develop strong marketing strategies followed by flawless implementation at the sales and customer levels. With his guidance, companies have been able to align their functions to focus on a common strategy and achieve their revenue and profit targets.



**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

Register Today / Complete Details

seec.online/11283



Schulich
School of Business
Executive Education Centre



Developing & Implementing Strategic Marketing & Sales Plans

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

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

Any marketing or sales 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 (market) strategies implemented through flawless sales execution**. 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. **Understand the critical relationship** between marketing planning and sales execution
2. **Use practical templates** to develop strategic marketing plans, sales plans and customer plans
3. **A complete implementation system** that links your marketing plans, sales plans and customer plans
4. How to **analyze and use key data** on customers, markets and competitors
5. How to **segment your markets and customers** to increase profitability
6. **Prepare tactical plans** that convert marketing strategies into detailed action steps
7. **Communicate your marketing activities** into actionable sales and customer strategies

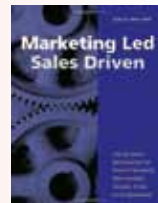
Who Should Attend

Directors, vice presidents and managers within the following disciplines:

- Marketing, sales and customer service
- Corporate planning and business development
- Product, advertising and brand management
- Key account and territory management
- Client services
- Regional and divisional operations

Added Bonus!

In addition to one-to-one marketing plan feedback, receive a free copy of Dr. Sirsi's book *Marketing Led – Sales Driven*.



Overview of Learning

The Role of Marketing and Sales in Successful Organizations

- Marketing and sales secrets of successful organizations: summary of academic research
- 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

There's lots more content!
Visit us online to view.

Complete Details / Register Today

seec.online/11283

More Questions? Get in Touch!

Tel.: 416.736.5079 | 1.800.667.9380
or email execedinfo@schulich.yorku.ca

Dates & Locations:

April 24 - 26, 2017
Executive Learning Centre

November 13 - 15, 2017
Miles S. Nadal Management Centre

Registration Fee:

\$2,745 + applicable taxes

Registration Details:

- Tuition includes teaching materials, lunches and refreshments, but not accommodations
- A special corporate rate is available for participants 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