



Insurance
INSTITUTE OF EAST AFRICA



INTERNATIONAL DIPLOMA IN SALES MANAGEMENT & MARKETING



CAMBRIDGE
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A Program which provides training for career success in the vital fields of sales and marketing, and the skills needed for success as a manager in marketing and sales.

Introduction

Marketing is often viewed as the most important function of any organisation; without effective marketing activities an organisation will be out of touch with customer needs, market situations and developments; and customers will not know about or have access to the products and services of the business. Along with the top-class selling ability required for success, knowledge is needed about markets, market research, distribution channels, marketing strategies, advertising, publicity, public relations, pricing strategies and more. Sales/marketing managers must also manage staff: recruit, motivate, guide, train and control them, and plan and organise their activities. This practical Program provides training on the wide-ranging duties of sales and marketing managers in the highly competitive world of business.

Course Contents

Module 1

The Importance of Selling and Salesmanship in the Modern Commercial World

- The persuasion factor
- The meaning of “commercial” selling
- Profit:
 - The profit motive
 - The factors of production
 - Justification and practical example
 - Why products must be sold
- Products:
 - Goods and services
 - Why people buy

Sales Personnel in Personal Selling

- Ingredients required for a sale:
 - seller, product, customer
 - What is meant by personal selling
 - Qualities and personality traits needed for success in personal selling
 - Developing the right personality
 - Adapting personality to circumstances and situations

Types of enterprises:

- Industrial
- Trading/distributive
- Service-providing
- The interdependence of enterprises
- The vital role of commercial selling
- The art and skills of salesmanship
- Customer wants, needs and “demands”
- The “benefits” of products:
 - Why they need to be sold

Products

- Differences between goods and services
- Necessities or essential products:
 - staple products
 - Non-essential products or luxuries
- The “choice” factor
- Importance of gaining full product knowledge
- Using product knowledge correctly in practice
- Sales demonstrations
- Product knowledge of services
- Special skills and qualities required in selling services

Module 2

Buyers

- Differences between:
 - Consumers and Corporate buyers
 - Buying motives of consumers
 - The importance of recognising buying motives
 - Adapting sales presentations to appeal to different buying motives
 - Buying motives of corporate buyers
 - Corporate buyers who are also sellers
 - Professional buyers
 - The characters of buyers:
 - Appealing to and dealing with different temperaments encountered in buyers
 - Securing and retaining regular customers

Sales Displays and Demonstrations

- The importance of attractive displays:
 - Essentials for effective displays
 - Window displays:
 - Construction, important features
 - Interior displays:
 - Important features, safety and security precautions
 - Displays as sales aids
 - The meaning and importance of demonstration
 - Training for demonstrations
 - The steps in a demonstration examined
 - Practical example of a demonstration
 - Selling the “benefits” of services

The Steps in a Selling Transaction

- Attracting favourable attention to a product
- Arousing and maintaining interest in the product
- Creating and fostering a desire to buy the product
- Convincing prospects of the benefits of the product
- Persuading the prospect to buy - creating a customer
- Leading prospective consumer customers and corporate buyers through the five steps
- Practical examples
- Retaining and selling to regular customers

Related and Ongoing Sales

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Module 3

Travelling Sales Personnel

- Comparison between the work of internal sales personnel and travellers:
 - Environment
 - Working hours
 - Prospects and customers
 - Sales aids
 - Assistance
 - Special personal attributes required by travellers
 - Finding prospects:
 - Sources and leads
 - Researching the territory and prospects
 - Getting to see new prospects:
 - Making appointments, telephone techniques
 - Follow-ups
 - Planning sales journeys
 - Follow-ups
 - Journey cycles
 - Sales reports and records:

Module 4

The Principles of Management

- What management is
- The purpose of management
- The technical aspect of a manager’s job
- The managerial aspect of a manager’s job
- Leadership:
 - Qualities required
 - Task-oriented and relationship-oriented styles
 - The general functions of management:
 - Planning, organising, co-ordinating, motivating, controlling
 - Objectives and policies:
 - Interpretation

Recruiting and Training Sales Personnel

- Sources of recruitment:
- Internal and external recruitment
- Job descriptions
- Employee specifications
- Advertising for sales personnel
- Employment application forms
- Employment interviews:
- Why they are held, their aims
- Advance planning and preparation
- Considerations in conducting interviews
- Selection and appointment
- The induction process:
- What it should seek to achieve
- What is involved
- The importance of good procedures
- Training sales assistants and travellers:
- Types and methods of training:
- Classroom training, practical training, role playing

Module 5

The 'Market' and Marketing

- Differences between sales and marketing
- What the market comprises:
- Ready-made markets
- Market creation: practical example
- The marketing mix:
- The 4ps: product, price, placement, promotion
- Additional 3ps for services: people, process, physical evidence
- Market strategy and planning:

Pricing Considerations

- Factors which affect the prices of consumer products
- Costs involved in manufacture and distribution
- Costs of storing and safeguarding products
- The product and the demand for it
- Prices of competitive products
- Profit considerations:
- Long-term or short-term

Module 6

Sales Forecasting and Planning

- What forecasting involves
- Why forecasting is necessary in business
- The relationship between forecasting and planning, and other stages in the business cycle
- Factors to be considered in sales forecasting:
- Limitations of forecasts
- Durability of products:
- Factors to consider, safety factors, testing of products
- Types of data needed for effective sales planning
- What market research seeks to ascertain
- Market orientation
- Consumer research
- Consumer profiles
- Market segmentation
- Competitive advantage, target and niche markets
- Market surveys
- Advertising research
- Government intervention:
- Buying and price restrictions
- Customs duties, import or exchange controls
- The psychological attitude of buyers:
- Perceived value
- Prestige purchases
- Brand image and loyalty
- Quality:
- Contemporary definition
- Price consideration
- Expectations and perceived quality:
- Performance, standards, durability, reliability
- Profit and the "break-even point"
- Forecasting sales of durable products
- Forecasting sales of fashion goods

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The Product Life Cycle (PLC)

- The meaning of PLC
- Stages in a typical life cycle examined:
- Introduction, growth, maturity, decline
- Implications for management of PLCs
- Product ranges

Budgets and Budgetary Control

- What budgeting is:
- Overcoming objections to budgeting
- Benefits which can accrue to the sales department and the enterprise as a whole from accurate budgeting
- Limiting factors to consider in budgeting
- Obtaining data for sales budgets:
- The relationship with sales forecasts
- Production and cash budgets:
- The interrelationship with sales budgets
- Budgetary control by the sales/marketing manager
- Budget review statements:
- Factors to be taken into account
- Variances:
- Favourable and unfavourable
- Corrective action
- Dangers of an inflexible attitude towards budgets:
- Management's attitude

Module 7

Channels of Distribution

- Classifications of channels
- The "traditional" channel
- Distribution direct to consumers
- Distribution through wholesale businesses
- Distributing direct to retailers
- What wholesalers and retailers seek in products
- Selecting the right channel(s) for products
- Co-operative enterprises
- Chain stores/multiple shops
- Department stores
- Supermarkets and hypermarkets
- Do-it-yourself organizations and garden centres
- Franchising
- Groups of wholesalers and retailers
- Mail-order and direct mail business
- Door-to-door sales
- Methods of selling by telephone - telemarketing

Internet Marketing

- Explanation of terms used in e-marketing:
- Homepage, visit, pageview, hit, session, keyword, webmaster, browser
- Advantages of internet marketing
- Search engines
- Website structure:
- The website network
- Navigation
- Home page
- Main sections
- Subsections - the "money pages"
- Additional functionality of website design
- Measuring web traffic
- Pay-per-click (PPC)
- Email marketing

Module 8

Credit Terms and Discounts

- Credit and credit facilities
- Monthly accounts
- Fixed periods of credit
- Credit cards issued by banks and by credit card companies
- In-store credit cards: building customer loyalty
- Leasing, contract hire/rental
- Instalment selling:
- Credit sale agreements
- Hire purchase:
- Special features
- Keeping sales staff up to date with credit policy ascertain creditworthiness of new customers
- Trade discount to wholesalers and retailers:
- Why it is offered, RRP and list prices
- Quantity discount:
- Why it is offered, possible dangers
- Distinguishing between trade and quantity discounts
- Cash discount: circumstances in which it might be offered
- Regular custom discount: retaining regular customers

Module 9

The Promotional Mix

- Target audiences
- Communications devices
- Marketing communication:
- Shared meaning
- Components of communications:
- Sender, receiver, message, encoding,
- Channel/medium, decoding, feedback, noise
- Integrated marketing communications
- The 'P's' of the promotional mix
- The aims of advertising and publicity
- Selecting the most suitable and effective media
- Indirect advertising and publicity
- Direct advertising and publicity
- Advertising to suit the product:
- Features to stress
- The essentials of advertising
- Guidelines for advertisement content and design
- The importance of effective packaging
- Countering falling sales: advertising research
- Advertising agencies:
- Services offered
- Advantages and disadvantages to their employment
- Costs and charges
- Sales promotion: aims of sales promotion campaigns
- Special offers:
- Price reductions, extra quantities
- Making use of wrappers and sections of packages
- Discount vouchers, trading stamps, competitions, sponsorship
- The loss leader concept
- Keeping subordinates in the picture
- Web-based sales promotion:
- E-coupons and vouchers, sampling, gift vouchers and wishlists, free content
- Holding 'sales':
- Price reductions
- Exhibitions:
- Designing stands and training sales personnel to "man" stands
- Public Relations:
- The scope and objectives of PR
- The meaning of "publics"
- PR techniques:
- Controlled and uncontrolled media
- How PR differs from advertising and from sales promotion
- In-house PR departments and PR consultancies
- Direct-mail marketing:
- The message, advantages and drawbacks
- Point of sale and packaging
- Social media:
- Community building and social media
- Social bonding
- Social networking sites
- Viral marketing:
- What it involves
- Essential for success in viral marketing:
- Making use of human motivations
- Importance of "pass-along"
- Seeding or placement
- Discussion boards and bulletin boards
- Pitfalls to avoid
- Varieties of web display advertisements
- Sponsorship with website owners
- Behavioural marketing
- Interactive, reputation management, search engine, social media agencies

Module 10

Sales Letters, Circulars and Literature

- Objectives of sales letters
- Layout, appearance and contents of sales letters
- Styles of writing
- Training sales staff to write good letters
- First approach sales letters
- Follow-up letters - the offer of something more
- Circulars - personalising circulars, word processing
- Sales literature: catalogues, brochures, price lists leaflets, pamphlets
- The Sales Office and Sales Records
- What sales records are:
- Their importance and their uses
- Maintaining sales records up to date:
- Sources and methods of obtaining data
- The sales office:
- Organisation and control
- Sales analyses, graphs and statistics:
- Types and uses
- Practical examples
- Monthly, average monthly and total sales

Module 11

Developing a Sales Team

- What diversification entails
- Expansion into new areas
- Locating new market areas
- Becoming established in a new area:
- Recruiting sales staff
- The area/branch sales manager
- The sales team leader: duties
- Surveying the area
- Advertising and publicity, sale or return terms
- Training the new sales force, allocating sales territories
- Motivating and supervising the sales team
- Setting sales targets and assisting sales team members to achieve targets

Salesforce Remuneration

- Methods of remuneration:
- Salary-only terms
- Overtime or alternatives
- Commission: varying sizes according to circumstances and products
- Commission-only terms:
- Variations to the basic method
- Salary plus commission terms
- Methods of remunerating sales team leaders/supervisors
- Bonuses: individual and collective
- Benefits

- Controlling sales teams
- Internal communication:
- Vertical and horizontal communication
- Communication in the sales department:
- Communication by telephone and mobile or cellphone
- Fax and SMS, advantages of email communication
- Using virtual private networks (VPN)
- Improving communication skills
- Control of the sales team
- Sales conferences and conventions
- Sales seminars
- More complex sales organisations: the 'group' sales manager

- Allowances for:
- Transport, accommodation/meals, entertainment, travel
- The need for control over expenditure/claims
- Fringe benefits: what they might be and why they are provided
- Remuneration policy:
- The sales/marketing manager's concern
- Top management's dilemma in formulating an acceptable policy
- Promotion of sales personnel:
- Vertical and horizontal promotion
- Promotion opportunities as motivating factors

Module 12

International and Global Marketing

- Reasons for engaging in export selling
- Visible trade and invisible trade
- Balance of trade and balance of payments
- Import controls, exchange control, rates of exchange, customs duties
- Researching and determining overseas markets:
- Local demand, social and economic standards
- actors which increase prices in export markets
- Special problems in overseas selling
- Advantages to enterprises of exporting
- Methods of selling overseas:
- Buying agents

- Overseas agents
- Licensing overseas manufacturers
- Export departments
- Methods of payment for exports:
- Documentary bills of exchange
- Letters of credit
- Internet export selling/online marketing:
- Benefits to:
- Customers/consumers
- Sellers/marketers
- Considerations regarding payments, documentation, despatching, etc
- Computer viruses and antivirus protection

Worldwide Trends in Business

- Technical advances
- Globalisation
- Networking, partnerships, joint ventures, strategic alliances

The Marketing Concept

- Customer orientation
- Co-ordinated selling efforts
- Customer satisfaction

Fee Structure

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|------------|--------------------------------------|
| Ksh 75,500 | Study Materials and Examination Fees |
| Ksh 3,200 | Membership/Student Card |
| Ksh 8,700 | Examination Invigilation Fees |





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