

PROSKILLZ ACADEMY



ADVANCED SALES & MARKETING

COURSE BROCHURE

Course Overview

Sales and Marketing is the engine to every organization's success. Yet, the marketing rulebook has been rewritten. The rapid change in technology, and the proliferation of mobile devices and applications have transformed consumer behaviour from a simple path to complex but exciting decision journey.

To maximise your business' full potential you require a complete toolkit of marketing techniques ranging from traditional to digital media. Using a new research-led but practical marketing rulebook, our Advanced Sales & Marketing training emphasises first on the fundamentals of marketing — the behaviours we aim to shape — and then on the sales strategies and techniques required, both traditional and digital to create an integrated marketing communications and sales playbook that you can use instantly to engage your clients and gain substantial ROI.

Topics

- Customer and Competitor Analysis
- Applying Customer Lifetime Value to Strategy
- Customer Segmentation and Targeting
- Brand Positioning and Value Creation – Storytelling Content Strategy
- Aligning Marketing mix with business goals
- Developing and Managing Traditional Channels
- Integrating Digital media and Social channels to the mix
- Analysis of Product Life Cycle and Marketing Evolution
- The Marketing & Selling Value Proposition
- Recreate the Sales process to promote Differentiated value
- Use leading trends in Channels mix and design for Sales optimization – LinkedIn Lead Gen Strategy
- Integrating Marketing Communications with Sales function to create a Customer-centric Sales strategy
- Taking It Home: Your Action Plan

What you get

- ✓ The ProSkillz Academy Course Manual
- ✓ Industry Case Studies

- ✓ Instructor-led Classes from Experienced Tutors
- ✓ Certificate of Course Completion
- ✓ Refreshments

Course Delivery

Our course is a comprehensive 3-day seminar leading to issue of certificate. Participants should note that they will need to undertake individual practical campaigns based on industry marketing channels during the course. Also, case studies are discussed to aid hands-on application industry frameworks.

Delivery Option

Weekend | Weekday

3 Days 3 Days

Days & Time for Classes

	Training Days	Training Time
Weekday	Tues - Thurs	10 AM - 4 PM daily
Weekend	Sat & Sun	Sat: 10AM – 4PM Sun: 12PM – 5PM

Location

Ikoyi, Lagos

Course Fee

Registration	Tuition
₦20,000	₦130,000

Enrolment Process

1. Pay the enrolment fee (N20,000) at least 2 weeks before training starts or earlier.
2. Send your payment details to finance@proskillzacademy.org.
3. Visit www.proskillzacademy.com, click on “Enrol Now” tab and complete Registration form.
4. Upon confirmation of your enrolment an electronic receipt will be sent to your mail box.
5. Pay the tuition (N130,000) on or before training starts
6. Tuition can be paid once or in instalments
7. Instalment should be done in 2 equal payments

Account Details

Account Name: Right Skillz Business Consulting

Account Number: 0099830952

Bank: Diamond Bank

Training Goals

- ❖ Understand in detail the structure and alignment of business goals, marketing strategy and integrated communications plan for sales optimisation in B2B and B2C contexts
- ❖ Learn how to plan and execute traditional and digital marketing campaigns to drive business success
- ❖ Learn the underlying framework for business & consumer psychology that build continuous sales pipelines and customer loyalty.
- ❖ Learn skills that enable you develop your brand's customers' lifetime value to maximise long term growth
- ❖ Understand proven growth hacking skills used by main stream industry marketers that have generated ROI success over and over

Why choose ProSkillz Academy?

- ❖ As a trusted brand, we are known for our focus on quality teaching and ensuring YOU pass.
- ❖ We have the best tutors in the industry which is reflected in our international teaching standards.
- ❖ We provide pre, during and post course support for your convenience.
- ❖ All our training is practical because we use real industry case studies.
- ❖ As a learning centre, we have a significantly high success rate.
- ❖ 93% of our participants come back to us for further training, and we provide value for money.
- ❖ Comfort of our delegates is very important to us which is reflected in quality of our high-class training venues.

Contact Us

📞 Call us on +234 (0) 908 257 2437 | +234 (0) 703 073 5389

✉ Reach us via info@proskillzacademy.com

🌐 Visit www.proskillzacademy.com