

# Online Marketing and Sales Course

Marketing and Sales is the lifeblood of any organization. Many companies are finding using traditional methods increasingly difficult and hard to sustain in the generation of new business people who are getting more and more busy.

This course will provide you with a practical set of marketing and sales tools that are easy to implement in your business. These tools will lift your sales skills and confidence to deliver on growth targets.

## Key Learnings

- > Identify your top 3 current marketing issues / opportunities
- > Complete a competitor analysis
- > Understand the consumer decision making process
- > Find out what is your organization's Sustainable Competitive Advantage (SCA)
- > Learn Mindshop's 10 step sales process
- > Develop your product / service strategy
- > Discover growth strategy you should adopt for your business
- > Develop a One Page Marketing and Sales Plan
- > Develop your ability to implement marketing strategies successfully

## Benefits

- > Fast-track your learning of Consulting Facilitation related tools/processes
- > Instantly implement your new learning on yourself or your own business
- > Work through the course at a time that best suits you
- > Higher retained learning of new tools/techniques
- > Understand how to sequence tools to achieve specific outcomes in your business
- > You will acquire new skills and gain confidence in your abilities and as a direct result, your business will improve

## Features

- > Online, secure access, 24/7
- > High quality, instructional videos for every stage of each course
- > Interactive area for instant implementation of new learning
- > 80 question multiple choice exam to confirm your knowledge
- > Instantly returns to where you last saved your course so you can complete the course over a period of time
- > Ability to receive coaching support & guidance from a Mindshop Accredited Facilitator (additional investment – see pricing below)

Typical time to complete: 12-16 hours  
Contact your Mindshop Advisor to register

Pricing incl GST*	Course Type	Details
\$ 425.00	Self-Paced	Work through at your own pace
\$ 655.00	Self-Paced with One-to-One facilitation	24/7 support by Angela Murphy, an experienced Accredited Mindshop Facilitator
\$1895.00	Internally Run	Hire Angela Murphy to run the course internally at your office for up to 12 staff

\* per course