Coaching & Training Guide

Capability enhancement areas

Engagement & Strategy

AIDA Model understanding and using it.
Building a Mission Statement
Building a P&L for Sales & Marketing
Business Planning
Business Strategy Summary design
Competitive Analysis & Landscape
Conducting a SWOT analysis
Conducting PEST Analysis
Customer Journey Map
Customer Segmentation
Customer Value Proposition design
Designing Mission & Vision Statement
Designing SMART Objectives
Developing 1 Page Strategic Plans
Prioritization matrix for Plans & Business
Job Specification versus Job Responsibility
KRI & KPA Design & Management
Organisational Restructure for managing markets
Putting together a RACI Matrix
Sales & Marketing engagement Versus Silos
Sales Reporting
Developing SMART Goals
5 Strategic Tools for growth
Understanding & Managing Marketing KPI's
Understanding & Managing Sales KPI's
Understanding & Managing Trade Marketing KPI's
Understanding Market Sizing

Marketing

Developing Product Price Positioning
Market Segmentation
Market Size calculation
Market Sizing
Marketing KPI Development
Marketing Landscape
Marketing Plan design
Marketing Planning
Marketing Planning(Strategic)
New Markets Development
New Product Design
Pricing
Pricing Assessment
Pricing Diagnostics
Pricing Scorecards
Pricing Strategies
Product Development
Product life cycle
Product Strategy
Target Marketing

Sales

Account Planning
Basic Sales Skills
Customer Acquisition
Developing Channel Universes for Engagement
Distribution Framework Design & Implementation
Distribution- Measurement , Meaning and Rationale
Distribution Partner Search
Distributor Interviews
Key Account Management - Account Profitability
Key Account Management - Analysing Accounts
Key Account Management - Developing Processes
Key Account Management - Marketing Planning for KAM
Key Account Management - Relationship Development
Key Account Management - Role of Buyers

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Tools

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Handouts

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Group Exercise

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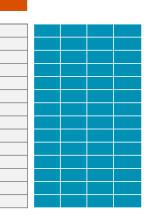
Tools

Group Exercise

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Duration

Key Account Management - Role of KAM	Licence based	Yes
Key Account Management - Role of KAM	Licence based	Yes
Key Account Management - Selection & Categorization	Licence based	Yes
Key Account Management - Stages of Relationship	Licence based	Yes
Measuring distribution	Licence based	Yes
New Business Development	Licence based	Yes
New Market entry (Operational & Strategic Aspects)	Licence based	Yes
Basic Negiotiation Sklills		
Partner search	Licence based	Yes
Partner Search (Complete handbook)	Licence based	Yes
Promotional Design	Licence based	Yes
Sales Planning	Licence based	Yes
Sales KPI Development	Licence based	Yes

Yes		
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Handouts

Trade (Customer) Marketing

Promotions Development
Trade Marketing & Digital Engagement
Trade Marketing & Organisational Alignment
Trade Marketing & Plan Development
Trade Marketing & Planograms
Trade Marketing & Retail
Trade Marketing & Tactics
Trade Marketing & Territory Design
Trade Marketing & Traditional Trade
Trade Marketing Fundamentals
Trade Marketing Fundamentals
Trade Marketing Plan Development
Trade Marketing Planning Process
Understanding Store Formats
Trade Marketing KPI Development

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Group Exercis

Comments

Tools are provided via www.upskilPRO.com for training and development access in addition to the workshop

Group exercises are done in select cases to involve teams and get the engagement

Handouts are given for all courses

Duration is indicative and depends upon team engagement. (Each blue box represents 1 hour)

Licensces are issued by upskilPRO.com on the purchase of any of the memberships which leads to a download of your choice.

UpskilPRO is a learning & development organisation present in the UAE, Canada & India.

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