

CERTIFICATION IN MASTERING SALES & MARKETING

November 22, 27 & 29 and December 04, 06 & 11
Mon & Wed || 6:30pm to 9:30pm

BDT 11,000
(Excluding AIT & VAT)



Early
Bird SPECIAL
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EXTRA FEATURES

**A FREE REVIEW CLASS
AFTER 30 DAYS**

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This Training and Workshop program will cover on how to Mastering the skills of Advance Sales and Marketing Management through state of the Art techniques and tools. The training will cover initial setup of sales network and distribution to final Goal and Target accomplishment process.

CONTENTS

Session 1:

1. Overview of Marketing
2. Consumer and Customer Insight Analysis
3. Segmentation and Target Group Selection.
4. Brand Building and Management

Session 2:

1. Designing and Implementation of Sales and Marketing Campaigns.
2. Evaluation of Campaigns.
3. Inter Department Synchronization
4. Meeting Deadlines.

Session 3:

1. Practical Campaign Design through the Trainees in Teams.
2. Evaluation of the Plans through the Audience.
3. Sharpening Marketing Management
4. Strategic Overview of Practical Marketing Management.

Session 4:

1. Overview of Sales
2. Sales and Distribution Network Base Setup
3. Channel Operation, Development and Management
4. Effective and Efficient Route Setup
5. Field Sales Drive.

Session 5:

1. Tracking Sales Performance with Effective Reporting Formats.
2. Excellence in BTL and Trade Marketing Activity
3. Retail Base Campaign
4. Corporate Sales Overview: Personal Selling
5. Designing Sales and Trade Marketing Campaigns.

Session 6:

1. Integration of Sales and Marketing Function
2. Linking with Financial Management.
3. Gaining Commercial Objective.
4. Building Process of Consistent Growth and Progress
5. Way Forward and Closing

ABOUT TRAINER

H. M. TARIKUL KAMRUL

Sales & Marketing Management Consultant

Tarikul Kamrul is working in the Marketing and Sales field for last 14 years in leading Multinational and National companies of the country. He has a vast knowledge of Bangladesh's corporate world mainly in FMCG, Telecom, Consumer Sales and Service Industry. He is currently working as COO in one of the leading Real Estate and Developer organization. Prior to that, he worked in Robi Axiata Bangladesh, BAT Bangladesh, MGH Group and Transcom Limited in various marketing, sales and project management role. He has experience in working in the field of marketing and sales management in all Divisions and Circle of the Country. Tarikul was a key member in various strategic regional and national projects in his tenor with leading MNCs in Bangladesh. He is specialized in designing and implementing various Sales and Marketing Campaigns and Distribution development plans.



Apart from that, he has consultancy work experience with leading company's like BCG (Boston Consulting Group), Renoir UK, ATKearney, EY, PWC (Price water house coopers) in various business development project in last 7 years.

An MBA from IBA, and Bachelors in Business Administration from North South University. Tarikul had attended different training programs in Leadership development and Sales/Marketing arena in Home and Abroad. Till date more than 500 organizational training programs, workshop and customized content and consultancy development services have been given by him mainly on Sales, Marketing and leadership arena. He is passionate to develop the local corporate and people of our country as world class experts to face the challenges of 21st century so that Bangladeshi Talents can compete in global arena.

WHO NEEDS THE WORKSHOP?

- Business Development Managers and Distribution Development Managers of corporate houses.
- Professionals of New Business Ventures, who wants to build their business in long term.
- Young Entrepreneurs who are intent to Start New Business in FMCG, B2B and Consumer Market.