Marketing & Sales · MS105

Managing Marketing Excellence

London · 7 - 11 Dec 2026

Date	Venue	Duration
7 - 11 Dec 2026	**London**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**MS105**	**English**

Introduction

To provide a comprehensive approach, this Sales & Marketing training course draws on a variety of fields, including referral marketing, stakeholder engagement, relationship management, content marketing, social selling, salesmanship, branding, and reputation management.

Intangible value is created by service industries such as customer service, advice, knowledge, design, data, and experiences. How can they explain what they offer in ways that distinguish them from competitors and persuade customers to stay loyal?

Most service organisations can serve a wide range of clients and are eager to take on any new business. In practice, they get a small number of clients and do not expand their business. Why? Because they don't stand out, and prospective customers don't understand what makes them special.

The participants will address this by creating a clear picture of the ideal clients they are uniquely designed to serve, the pain points and issues these ideal clients face, and a marketing strategy for converting them into loyal, paying customers.

This course will highlight:

- How to make visibility, credibility, and relationships with prospective clients
- Creating powerful online business profiles that attract your ideal clients
- Prospecting to create your sales pipeline and increase the number of latest clients
- Identifying the pain points, they're willing to pay your business to resolve
- Positioning your organisation because the authority in your marketplace
- Content marketing to create relationships together with your networks
- Turning contacts into loyal clients who promote your organisation within their networks, generating even more business

Course Objectives of Managing Marketing Excellence

By the top of this course, participants are going to be able to:

• Understand the way to apply traditional marketing and emerging social marketing techniques to their service organisation
• Have the knowledge to elucidate to executives the choices for marketing their service organisation to prospects and customers
• Lobby and win budget and other resources for marketing activities
• Devise a marketing strategy and execute marketing plans that are cost-effective and generate value for his or her business
• Have an overview action plan tailored to their ideal clients and organisation that they will apply once they are back in their office

Course Methodology of Managing Marketing Excellence

This interactive includes practical tools, evidence-based frameworks, and case studies illustrated through slides, facilitated group learning, expert feedback and commentary on group exercises, personal and conference, discovery learning, and hands-on activities to convey best practice and impart skills.

Organisational Impact of Managing Marketing Excellence

Impact on the organisation from the participants in attending this course the subsequent benefits:

• More prospects, more sales, more revenues, more profits, more clients
• Loyal clients who place all or most of their business together with your organisation
• Clients who become ambassadors for your business, regularly referring you to their networks
• Clarity across the organisation on who your ideal clients are, their pain points and expectations, and the way to satisfy them
• Easy-to-use processes for identifying prospective clients, connecting with them, and developing relationships supported trust and credibility
• System for creating and managing content that's consistent across online and offline channels and builds reputation

Personal Impact of Managing Marketing Excellence

This course will personally benefit the participants to realise or enhance their understanding and knowledge by the following:

• Skills in marketing and digital marketing capabilities that employment for service organisations
• Practical ability to use marketing models, tools, and techniques to their organisation and clients
• Able to develop a marketing funnel that takes prospects from awareness to repeat business and constant client
• Ability to obviously explain how marketing applies in their organisation, winning the support of more senior managers and executives
• An offline and online marketing strategy and implementation plan tailored to their organisation and therefore the markets its serve

Target Audience of Managing Marketing Excellence

This course is of particular benefit to business development, marketing, and sales professionals.

This course may be a suitably wide selection of execs but will significantly benefit:

- Education & Training
- Legal Officer
- Hospitality
- Travel & Tourism
- Medical, Healthcare, and Wellness
- Logistics & Transportation
- Insurance Agents
- Finance & Accountancy
- Entertainment & Sports
- HR Recruitment
- Culture, Arts & Music
- Creative & Design
- Consulting
- Data Services
- Facilities Management
- Real state Agencies

Course Outlines of Managing Marketing Excellence

DAY 1

Principles of Relationship Marketing & Selling

- Being visible so prospective clients can find you
- Developing credibility, liking, and trust, in order that they are willing to shop for from you
- Positioning your expertise – generalist, specialist, or authority
- Engaging with insights that position you because the expert in your industry
- Creating word of mouth where your networks recommend and promote you
- Techniques for growing your online networks of prospects

DAY 2

Principles for Attracting Prospective Clients

- Analysing Existing Clients – What do they share? Who do you most enjoy working with?
- Clarifying Your Ideal Client Who can pay a Premium for What You Offer
- Delving Deeply into Who they're employing a Client Framework to Narrow Your Focus
- Uncovering the Pain Points that Cause Them to concentrate
- Refining the advantages for Them of Working with You – that's unique in your sector
- Honing Messages that Help Them See How you'll Help Resolve Their Point Points

DAY 3

Converting Prospects into Ideal Clients

- Techniques for Reaching-out and Connecting including Research and Discovery Calls
- Using Dynamic Questioning to know the result they need and Who has Influence
- Techniques for Following-up and Maintaining Contact after the Initial Contact
- Preparing For and Managing Great Face2face Meetings
- Developing a Compelling Proposal supported their Pain Points
- Handling Objections and shutting the Sale, therefore the Client is Looking Forward to Working with You

DAY 4

Content Marketing Strategies to assist Grow Your Practices

• Impactful Content Creation Strategies that assist you to appear Online and Offline
• Running events that prospects and clients want to return to
• When it's worth investing in print
• Strengths and weaknesses of the various sorts of print channels
• Pros and cons of the key social media channels for service organisations
• Developing and running social networks that take clients from customers to ambassadors for your

DAY 5

Managing Brands and Reputation

• Ensuring brand is linked to business strategy: vision, mission, values, essence, proposition, personality, promise
• 8 key elements of a brand: logo block, strapline, typefaces, typography, colours, tone of voice, photographic style, grids
• The guidance that ensures the brand is applied consistently internally and externally
• Reproducing the brand in online and offline communication channels
• Finding employee and customer champions to stay you on-brand
• Persuading customers to pledge loyalty to your brand
• Repairing a damaged reputation

Register or ask about this course online

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