Marketing & Sales · MS111

The Mini MBA of Sales & Marketing

Madrid · 23 - 27 Nov 2026

Date	Venue	Duration
23 - 27 Nov 2026	**Madrid**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**MS111**	**English**

Introduction

This course teaches participants how to identify customer needs, develop products and services to meet those needs, identify which stakeholders the organisation can best serve, and design programmes to inform and build relationships with those stakeholders.
Participants will be able to advise and lead customers in areas such as customer satisfaction, new product development, product and service management, innovative selling, and service.
They will see their company through the eyes of their client or customer and make decisions that will benefit their finances and reputation.

This course will highlight:

- The major decisions marketing and sales leaders face in matching their organisation’s resources with marketplace realities
- Current issues in marketing and sales management and frameworks for responding effectively to them
- Best practices, concepts, tools, and techniques for managing marketing and sales activities
- Applying marketing and sales theories to the real-world issues delegates face including balancing demand and supply, understanding and responding to buyer behaviours, and relationship building
- Verbal and non-verbal skills for managing teams for peak performance

Course Objectives of Mini MBA in Sales & Marketing

By the end of this course, participants will be able to:

- Align sales and marketing Initiatives within the organisation
- Develop sales and marketing strategies and programmes to build a competitive advantage
- Improve the sales recruiting, interviewing, and hiring process
- Integrate social media marketing with traditional marketing activities
- Use the marketing mix to increase business development opportunities
- Adjust their marketing, communication, and selling styles to that of people from other cultures

Course Methodology of Mini MBA in Sales & Marketing

This course combines presentations that share both theory and industry best practices with practical sessions in accordance with adult learning and blended learner-centred principles. The participants will have opportunities to put into practice the skills they develop and enhance during the course. We make the most of small and whole group exercises, videos, case studies, peer exchange, brainstorming, role plays, and discussions, and spending time working one-on-one and in small groups to resolve the challenges participants face. They will leave with new ideas and skills they can implement immediately; they step back into their teams.

Organisational Impact of Mini MBA in Sales & Marketing

The impact on the organisation from delegates attending this course includes the following benefits:

- Enhanced capabilities and professionalism among marketing and sales leaders
- High levels of customer satisfaction and loyalty resulting in reduced customer churn
- Increased revenues through higher sales effectiveness and marketing impact
- Improved morale, performance, and retention in the sales and marketing teams
- Streamlined recruiting and interviewing process
- More effective deployment of marketing and sales resources, including budgets, time, and energy of employees

Personal Impact of Mini MBA in Sales & Marketing

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

- Develop a structured environment and ethical working practices in your team
- Help team members develop their skills and abilities
- Priorities resources – people and budgets
- Understand the financial aspects of public relations
- Get the best from external suppliers
- Win respect internally and externally
- Gain internal and external allies to help you achieve your objectives
- Improve your management expertise & performance

Target Audience of Mini MBA in Sales & Marketing

This course is for business development, sales, and marketing professionals who are looking to progress their leadership and management capabilities. They will currently have supervisory positions and be preparing for promotion to a more demanding role.

This course is a suitably wide range of professionals but will significantly benefit:

- Regional Sales Managers
- Sales Directors
- Account Managers
- Account Executives
- Customer Relationship Managers and Executives
- Telephone Sales Managers
- Sales Executives
- Online Sales Managers

- Sales Executives
- Sales Engineers
- Sales Trainers
- Customer Service Managers and Advisors / Agents
- Business Development Managers and Executives
- Marketing Strategists and Planners
- Creatives and Content Management Specialists
- Digital Brand Management, Digital Marketing, Social Media and SEO specialists
- Researchers
- Data Analysts
- PR, Public Affairs, Media Relations, Community Relations, and Reputation Management Professionals

Course Outlines of Mini MBA in Sales & Marketing

DAY 1

Managing Marketing Resources

- Creating the Marketing Team
    - Needs, Structure, Recruitment, and Induction
- Developing Team Members' Capabilities through Mentoring and Providing Challenges
- Setting Clear Priorities
    - Selecting, Explaining, and Winning Support for Team Goals
- Techniques for Setting and Managing the Marketing Budgets
- Monitoring, Evaluating, and Reporting the Financial Performance of Marketing
- Developing and Sustaining Relationships with External Suppliers
    - Photographers
    - Printers
    - Agencies

DAY 2

Perfecting Marketing Management

- Directing Insights
    - Researching Markets, Analysing and Forecasting Customer Demand
- Encouraging Customer Centricity
    - Connecting with Customers
    - Developing Long Term Win-Win Relationships
- Strengthening Brands
    - Image, Positioning, Lines, and Families
- Maximising Revenues and Profits through Effective Product Life Cycle Management
- Integrated Marketing Communications
    - Online and Offline Activities

    - Campaigns
- Ensuring Value along the Distribution Channels, whether Vertical, Horizontal or Integrated

DAY 3

Operational Sales Management

- Choosing between the Types of Sales Roles from Creating Demand to Delivering Products
- Setting Sales Force Objectives

    - Prospecting, Selling, Servicing, and Allocating Products During Shortages
- Strategies for Deploying Salespeople Strategically in Response to Customer Needs, Competitors' Actions and Marketplace Changes
- Options for Structuring the SalesForce, Depending on Type of Customer and Product Lines
- Developing an Attractive Sales Force Compensation Plan that Provides Essential Regular Income plus Incentives for High Performance
- Planning: Forecasting and Projecting Sales for Management Information Systems Reporting

DAY 4

Managing Sales Teams for Peak Performance

- Understanding the Key Principles of Personal Selling – Sales Tactics, Negotiation, Relationship Management
- The Characteristics of Highly Motivated and Competent Salespeople
- Encouraging Ongoing Learning and Development for Mastering Sales Capabilities
- Directing Sales Representatives through Setting Targets for Contact with Prospects and Customers
- Motivating Salespeople to Do Their Best through Relationships and Incentives
- Evaluating Individual Sales Performance and Giving Good Feedback that Leads to Improved Performance

DAY 5

Advanced Interpersonal Skills

- Time Management Strategies for Prioritising, Staying on Task, and Becoming More Efficient
- Giving Feedback

    - Understanding when and how to provide constructive feedback, so it is useful and helpful
- Facilitating Discussion and Debate

    - Ensuring everyone contributes and respects different viewpoints
- Enabling Collaboration

    - Sharing and encouraging others to share ideas and information
- Creating Respect for Others

    - A cohesive team with mutual respect
- Managing Effective Meetings

    - Aiming for a commitment, not just an agreement

Register or ask about this course online

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