

Diploma Outline

Assertiveness and Self-confidence
Budgets and Financial Reports
Interpersonal Skills
Supervising Others
Presentation Skills
Proposal Writing
Business Etiquette
Creativity and Innovation

Total Courses: 8 courses and a Managerial Skills for Sales and Marketing Professionals Case Study
Courses Nominal Hours: 8 hours
Total Nominal Hours: 64 hours
Diploma Standard Price: £340

Notting Hill College Headquarters

Address:
SUITE B,
29 HARLEY STREET,
LONDON,
W1G 9QR
UNITED KINGDOM

Enquiries:

TEL: 0044 2081 33 2793
E-mail: info@school-of-business.co.uk



NOTTING HILLTM
COLLEGE

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Managerial Skills for Sales & Marketing Professionals Diploma



A good sales and marketing manager formally needs to possess an MBA degree and numerous skills. However, an MBA degree alone does not ensure that one would make a good manager too; the skills set is sometimes more important. Negotiation, communication and interpersonal skills are a must for a good sales and marketing manager since marketing and sales is all about winning people and convincing them.

Sales and Marketing Professionals do need to have an MBA marketing formally, but if they have sufficient practical experience and these skills, they are likely to do better than someone with a degree.

This Diploma programme provides Sales and Marketing professionals with the core knowledge required to competency as sales and marketing supervisors.

Diploma Objectives

- Understand what assertiveness and self-confidence each mean and how to develop those feelings in day-to-day life.
- Work towards being that unforgettable person by providing communication skills, negotiation techniques, tips on making an impact and advice on networking and starting conversations.
- Become more efficient and proficient, with information on delegating, managing time, setting goals and expectations, providing feedback, resolving conflict, and administering discipline.
- Understand easy-to-do tactics that make presentations lively and memorable.

- Master each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; through to creating the final, professional product.
- Master the principles of etiquette, identify and avoid common etiquette pitfalls, gain the competitive advantage, polish personal brand and improve professional image.
- Build a stronger rapport with clients and customers in order to avoid the serious ramifications of inappropriate behavior, poor judgment, or cultural insensitivity.
- Identify principles of creativity, innovation and serendipity to increase productivity and imagination

Who Should Attend?

This Diploma programme is highly beneficial for new, aspiring and progressive sales and marketing leaders or anyone who needs to polish and improve his sales and marketing skills in a highly competitive business environment. These include:

- New and future Sales and Marketing Managers
- Sales Team Leaders and Members
- Sales and Marketing Supervisors
- Support Managers, etc