SMART Sales and Marketing program is a world-class program that combines innovation with vetted sales and marketing methods to achieve dramatic results in any organization. In fact, 80 percent of companies that have implemented the SMART Sales and Marketing concepts have enjoyed sales growth of up to 300 percent. The outcome for course participants is a wealth of knowledge in the areas of customer centricity, innovation, digital marketing and sales techniques that focus on strategic analysis and taking action. Designed to inspire change both personally and professionally, this program provides the tools to build robust sales fortified by effective marketing plans and strong pipelines. We draw upon a proven method from the “Learning Pyramid” to deliver this class, applying techniques of discussions and collaboration, practicum (experience), and the chance to teach back the material to promote mastery. The curriculum is delivered by two dynamic experts in sales and marketing who have written books, served in high-level positions for million and billion dollar companies, and are personally dedicated to helping students succeed. This program is designed as both a learning experience and a life-changing opportunity.

PROGRAM OVERVIEW

Marvin Deitz - Ph.D., Adjunct Professor for Customer Centricity and Project Management at RIT Croatia. He was an award-winning National Accounts Sales Manager at the Edward Don and Company. Marvin also launched a customer relationship software program called My Special Days.

Lorena Mathien - CPIM, APICS & PMP Certified Assistant Professor of Business in the Business Department at the State University of New York at Buffalo State. She has managed a wide range of new product development (NPD) projects, ranging from small-scale to several million-dollar.

Joe Morone - CEO and Co-Founder, Worldleaders Inc. Lead sales trainer at the Smart Sales Institute, co-author of the five-star-rated bestseller, The Smart Sales Method: The CEO’s Guide To Improving Sales Results for B2B Technology Sales Teams, and an acclaimed international B2B Technology sales speaker.
Module 1: SMART Sales Method
This module will review the content of the internationally acclaimed SMART Sales book, written by instructor Joe Morone. The book and module focus on the new, statistically-backed success model of guiding a client to improve business results, leading the decision maker through a conclusive evaluation process and closing based on relative value.

Day #1: SMART prospecting, lead generation and pipeline development
- Evoking a “survival instinct” with your client through key messaging
- Awakening customers to the need for your products and services
- Presenting your company as a logical choice: feasible, filling a key need, and with a high Return On Investment

Day #2: Creating a business case through a customer fit assessment, customized to that business

Day #3: Build a SMART sales proposal that dramatically increases the chances of closing leads
Outcome: Each participant will deliver a sales proposal and role-play a business negotiation, drawing upon techniques that are taught.

Module 2: Customer Centricity
Customer Centricity will focus on the different methods that help organizations focus on developing relationships with external customer and employees to increase LTV (Lifetime Value). The new paradigm of customer marketing is to get, keep and grow customers; and all resources in the organization must align to achieve these objectives. Staging the customer experience is important to enhance value to customers, which will help retain customers and gain new ones.

Day #1: Understanding the new customer-centric organization and its impact on sales and profit and Lifetime Value
- Apply the five disciplines of a learning organization
- Identify and differentiate customers through data mining
- Apply customer-centric principles through case study analysis

Day #2: Interaction and customization to create value

Day #3: Staging the customer experience and creating customer-centric strategy plans
Outcome: Each participant will deliver a customer-centric strategy and implementation plan for their organization.

Module 3: SMART Advanced Sales Consulting
This module will focus on a research-driven advanced sales techniques for the sector of business-to-business (B2B). Each participant will take an on-line sales evaluation and, with his or her group, hone a plan to close the gaps, benchmarking the best sales executives in the world.

Day #1: Focus on the sales evaluation results and the gap analysis to develop a plan that builds upon strengths and mitigates weaknesses.

Day #2: Apply 18 key sales skills, mastered among the top 6% best sales performers statistically and these will be discussed and applied.

Day #3: Mastery of the following closing skills that improve the win probability while reducing the sales cycle:
- Proposal/presentation development
- Sales presentations
- Closing skills applying “relative values” closing model

Outcome: Each participant will deliver a focused presentation that reflects advanced sales techniques and consulting strategies.

Module 4: Innovative Digital and Social Media Marketing
Innovation in digital marketing is critical for growing any business or organization, even and especially within the rapidly changing landscape of this exploding marketing niche. Social media marketing has a direct and lasting impact upon brand, reputation and development of customer relationships. Instructor Marvin Deitz is a social media expert, having fine-tuned his digital marketing agency over the past six years. Key concepts and innovation in the digital marketing space will be discussed to maximize brand messaging while increasing search engine optimization.

Day #1: Building a strategic marketing vision and plan that supports the overall company objectives
- Review important elements of a web site, email marketing and reputation management
- Build and communicate a value proposition in the digital space
- Execute digital branding

Day #2: Focus on all elements of social media marketing, leading with broad strategy and then drilling down to the supporting initiatives

Day #3: Continue exploration of advanced social media marketing, with an analysis of ad placements, contests, polls and other innovative ways to drive impressions, reach and engagement

Outcome: Each participant will deliver a strategic marketing plan for digital and social media