



# SPECIALIZATION MINI-MBA IN MARKETING AND SALES



A sua Valorização, a nossa MISSÃO!



**Coordinator: Dr. Marina Ramos**

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## Specialization Mini-MBA in Marketing and Sales

### Total Length

50 Hours – 08:30-14:30

### Target Audience

This course is intended for all those wishing to obtain or enhance knowledge and skills in sales, with a focus on strong power of commercial communications through Marketing.

### Outcome Profile

Development of skills at the end.

### Prerequisites

Not applicable.

### General objective

This Mini MBA aims to provide participants the following skills: developing a budget basis and planning so costs to prepare a proposal; develop aspects that promote personal confidence in trading times, from the interpersonal meeting to the presentation to a purchasing team.

Participants will understand how to use structured techniques of persuasion to conduct sales meetings and negotiations in order to draw close win-win solutions.

While conducting Mini MBA participants will gain insight and understanding of the global structured sales process and negotiation, taking into account the skills, abilities, knowledge and critical attitudes to have for success.

### Specific objectives

At the end of this course participants will:

- ✓ Know rearrange tools, guidelines redefine and revitalize the approach to larger and / or more valuable customers, enabling a response to the market, as well as a constant adjustment of structures and people to internal and external demands on organizations.
- ✓ They will be analyzed and discussed case studies and will be provided information about 'best practices' based on the definition of models and provide services and tools for evaluating objectives 'intangible'. The course alert to the role and importance of innovation in maintenance of updated services and 'salable'.

## Modular structure and workload

Module	Duration
<i>Module 0 – Opening</i>	
<i>Module 1 – Commercial Management – Methodologies and behaviors</i>	14h
<i>Module 2 – Accounts of Strategic Management</i>	8h
<i>Module 3 – “The Budget Management”</i>	10h
<i>Module 4 – Excel for Commercial Management Control and Reporting</i>	10h
<i>Module 5 – Marketing strategies</i>	6h
<i>Module 6 – Exam Preparation – Optional</i>	2h
<i>Module 7 – Closing</i>	
<b>Total</b>	<b>50h</b>

## Program Content

### **Module 0 – Opening**

- ✓ Presentation of trainers and trainees;
- ✓ Presentation of the objectives and training program operating methodologies.

### **Module 1 – Commercial Management – Methodologies and behaviors**

- ✓ Service, quality and business objectives:
  - The company as a relationship Goals / Work / person;
  - The importance of quality of care to the company's goals.
- ✓ Interpersonal relationships as the basis of customer service quality;
- ✓ The Self and the Other:
  - The approach each other and increase the relational space;
  - The importance of engaging in relational situation;
  - Technical and sales methods.
- ✓ The communication process:
  - Prepare and develop communication;
  - How to behave in relation to external or internal customers;
  - Identify and overcome barriers and constraints to communication;
  - Listening skills and improve verbal communication.

- ✓ The process of care:
  - Expectations and results;
  - The organization of the job:
    - Working instruments to prepare;
    - The effective use of available instruments.
- ✓ The telephone answering:
  - The top contact;
  - The development of attendant / customer relationship;
  - How to improve quality in telephone service.
- ✓ There are clients and customers:
  - The various clients:
    - Types of customers; Answers to prepare.
- ✓ Procedures to prepare specific behaviors and the present.

## **Module 2 – Accounts of Strategic Management**

- ✓ Create an appropriate strategy for account management success-oriented;
- ✓ Strategies and tactics for rapid achievement of 'customer share' and 'market share';
- ✓ Find defense mechanisms to retain strategic accounts;
- ✓ CRM requirements (what you need to know and track) to more complex accounts;
- ✓ Strategies to improve revenues.

## **Module 3 – “The Budget Management”**

## **Module 4 – Excel for Commercial Management Control and Reporting**

- ✓ Emphasizing the main capabilities of Excel for optimal use within the commercial area (a focus on management control and reporting);
- ✓ Using conditional formatting in reporting;
- ✓ PivotTables;
- ✓ The protection of information;
- ✓ Links between files;
- ✓ Macros;
- ✓ Use shortcuts;
- ✓ Preparation of Management and Reporting Control reports:
  - Preparation of a "Tableau de Bord";
  - Development of indicators of panels with "traffic lights";
  - Reporting (Reporting) in Management Control.

## Module 5 – Marketing strategies

- ✓ Marketing concept;
- ✓ Marketing strategies;
- ✓ Choose target markets;
- ✓ Tools differentiation;
- ✓ Specializations Marketing concept:
  - Services;
  - Industry;
  - International;
  - Digital marketing;
  - Buying decision processes.

## Module 6 – Knowledge Test

- ✓ Assess and evaluate the knowledge acquired.

## Module 7 – Closing

### Methodology

This course aims to promote an interactive environment between the trainer and the group as well as among all trainees. Like this refers to an approach of the contents through the use of diverse methods and teaching techniques.

Moment / Objective	Method / Technique
In every modules	Expositive, Demonstrative, Interrogative e Active

## Students Assessment

The assessment techniques indicated are framed by the three time points as follows, expressed by the following table:

<b>Moment</b>	<b>Technique</b>	<b>Instrument</b>	<b>Objective</b>
Initial	Oral questions formulation	Script of questions	Prerequisites verification
Formative	Observation	Grid Observation	Performance assessment throughout the sessions

## Didactic Resources

- ✓ Training Room;
- ✓ Video projector;
- ✓ Theoretical documentation;
- ✓ Trainee Kit.

## Training Team

### **Dr. Marina Ramos**

- **Master Degree in Marketing by ISEG, Lisbon**
- **Post-Graduation in Marketing Management by ISEG, Lisbon**
- **Degree in Communication Sciences by UAL, Lisbon**



#### **Professional Experience:**

**Until 2016** - Account Senior at MARIA DESIGN;

**2014** - Project and Brand Manager at Edudigital;

**2010 to 2013** – Hospital Sales Representative at Diabets, bayer DC;

**2010** – Delegated of Medical Info – Endocrinologist at Glaxosmithkline;

**2009** –Delegated of Medical Info at Grupo Tecnimede;

**2008** – Communication and Marketing at Twintours;

**2007 to 2008** – Delegated of Medical Info at Alodial Farmacêutica;

**2003 to 2007** – Delegated of Medical Info at Laboratórios Pfizer;

**1997 to 2003** – Crew Management at TAP AIR Portugal.

## Conditions

**If you have more than two participants contact us to know our business benefits!**

**High Skills – Formação e Consultoria, LDA.**

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Nº fiscal: 513 084 568

Registration is confirmed only after issuance of the pro-forma invoice / final invoice and payment thereof.

### Cancellations and Miss of Presence

Trainee/s may cancel their subscription up to 6 business days prior to the course start date.

The (s) trainee (s) may be substituted by other (s) participant (s) and must report the change within 5 working days before the course starts.

If Trainee (s) don't show up at the beginning of the training day will not lead to a refund of the registration fee and will be charged in full.

### Application form

1. CLIENT (Fill in when the Forming is not final customer)			
Entity:		Telephone:	
Responsible:		E-mail:	
Address:			
Postal Code:		Fax:	
VAT Number:			
2. GRADUATES DATA			
Name:			
E-mail:			
Nationality:			
Mini-MBA:	Specialization Mini-MBA in Marketing and Sales		
Birth Date:		Nacionality:	
Passport:		Expiration date:	

### Possible contacts for more information:

E-mail: [geral@highskills.pt](mailto:geral@highskills.pt)

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