

Sales and Marketing Management - Retail

Course Overview:

This course is aimed at training candidates for the job of a “Individual Sales/Marketing Professional”, in the “Retail” Sector/Industry.

Pre-requisite:

- Basic knowledge of statistics, computers

Course Objective:

Upon successful completion of the course, participants should learn:

- Continuously update self on new products/services offered by business
- Conduct daily business operations
- Manage customer needs effectively through need identification and strong customer relationship
- Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business

Course Outline:

The contents of this course are designed to support the course objectives. The following is an indicative list of content which is included in this course:

- Conduct daily business operations
- Build relationship with vendors/dealers to ensure smooth business operations and increase sales
- Meet health and safety requirements at place of work
- Manage customer needs effectively through need identification and strong customer relationship
- Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business