



Marketing leadership and development solutions

We can help you develop the performance of your whole organisation - because effective marketing does not happen in isolation. We know that the success of a website or a brochure or an advert depends on the people who deliver the service that you market.

Training

The **training and development** we provide draws upon SEA's experience of running a successful marketing and communications business. We share with participants the lessons we have learnt over the years about **what works in telemarketing**. So our focus is on delivering tightly-focused practical skills training that will help businesses to find and keep profitable clients. Our aim is to help participants improve their bottom line in the economic downturn. It is about relationships and sales not just sales. The current economic climate makes it even more important for organisations to respond quickly to the changing needs of their customers. We can help your staff to develop the skills they need to achieve this.

We offer 3 training workshops that are:

- Punchy, practical, pragmatic sessions
- 2-3 hour bite size learning
- Fitted around busy workplace demands
- Responsive to the challenging conditions businesses are facing.

These 3 workshops focus on:

- 1. Outgoing:** How to be proactive and **generate** productive enquiries. This is about making effective use of databases to identify organisations to call and making marketing calls that work.
- 2. Incoming:** How to **respond to** enquiries efficiently and effectively. This is about ensuring that all enquiry calls received are handled in such a way as to lead to new work.
- 3. Ongoing:** How to use telemarketing to build **lasting relationships** with clients and with businesses that you want to turn into clients. This is about persistence, perseverance and staying power. It is about showing continued concern for the clients you are working with, and keeping in touch with those where you want to turn 'no thanks' into 'yes please'.

These three workshops can be taken together as a **one day course:** 'how to conduct effective telemarketing'.

We take a workshop approach. There is input from SEA facilitators supported by high quality training materials for participants to take away and cascade to colleagues. There are lots of opportunities for discussion and reflection about the techniques to enable participants to leave the session with a clear idea of how the tools can be applied in their own setting. We also offer follow-up live practice sessions where trainees have the opportunity to practice the new skills with support from our staff.

Our view is that every member of staff is responsible for marketing. Whilst the key target may be marketing staff, in smaller business this could include directors, owner-managers and managers because effective marketing is key to the progression of the business.

An important component of our training is the identification of champions who can take forward initiatives based on the training. This is essential if the organisation is to realise the full benefits of the training.

Coaching

We also offer **bespoke one-to-one marketing leadership coaching and mentoring**. This is delivered by our MD Simon Edridge. Simon has over 25 years experience of leading a successful marketing and communications agency.

This one-to-one service focuses on developing marketing leaders in organisations and addresses:

1. The client's current business situation
2. The identified individual development need
3. Proposed solutions, how to achieve those solutions and likely costs
4. Intended impact on the business
5. Success measures

The outcome of the one-to-one coaching and mentoring is a **Personal Development Plan**.

In addition to face-to-face coaching sessions, telephone consultations are available.