

Mastering  
**MARKETING**  
PRINCIPLES & PRACTICE  
*Classic Training & Development for  
Marketing Executives and Managers*



**Greenville House, Lagos**

# Who We Are

## **GREENVILLE Consulting®**

A certified multifaceted private consultancy with excellent intellectual and professional capacities in creating peak performance solutions and durable launch pad for remarkable overall advancement of our clients' businesses and interests.

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### **OBJECTIVE**

Our core objective is to provide the knowledge and skills needed to Add Values, Create Excellence and Develop Capacities in individuals and organizations through Customized Trainings & Development, Special Events, Premium Resources and Classic Coaching, thereby achieving significant improvement on the individual efficiency and overall organizational performance

# What We Do

## OUR CORE VALUES

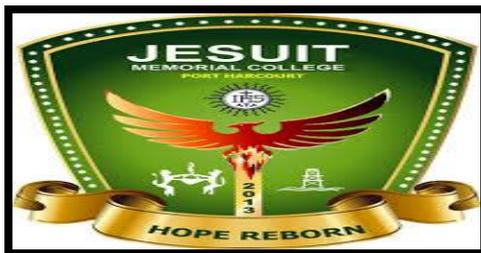
- We believe in, and practise, corporate integrity. We have placed every of our functions, operations and systems in one principal ideology – all round excellence. Our overview of training facilitation is not just passing on information but initiating and sustaining personal and organizational transformation. **We are Transformers**

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## OUR PROMISE

- The driving force of our promise is a value-based passion to see our clients not only greatly satisfied but well impressed by our unique improvisation and exceptional expertise, delivered with ecstatic simplicity. We promise the best experience and result for you and your business

# Some of Our Antecedents



## Target Audience

This classic Training and Development programme is specially designed for the Sales, Marketing and Business Development Professionals

### *Brief Course Description*

This is a Classic Training and Development Programme designed to equip Sales/Marketing/Business Development Officers, Executives and Managers with the competences much needed to excellently and proficiently executive the fundamentals of Marketing deliverables especially in providing strategic ingenuities that will optimally align their Workforce with the organizational objectives and values.

In recent times, the functions have been seen as among those on which the daily business routines of organizations depend on. This perspective is more involving and deeper in meaning. Therefore this course will guide the classic and professional discussion on Marketing Principle and Practice.





## **Expectations**

*Upon completion of this course the successful participants will have reliably demonstrated the ability to:*

- a. Identify basic concepts of modern Marketing processes in order to deploy them in the wider operational functions**
- b. Apply the principles learnt and skill acquired to improve on individual competence and organizational outlook.**
- c. Identify the common global best practice in Marketing Management domain and be able to apply in his/her day-to-day work.**
- d. Provide the much needed support to the superiors and subordinates in the organization due to a thorough understanding of the fundamentals of Sales/Marketing Skills and other functional competences and efficiencies .**

## ***20+ Classics:***

- In view of the need to equip the Participants with the knowledge and skills to execute their functional processes, we have specially selected 20 classic modules and 2 bonus modules as the course contents with other activities included

## **Day 1 – The Fundamentals**



- **Basics of Marketing**
- **Marketing Roles in the Organisation**
- **The Changes in Market Environment**
- **Understanding the Consumer**
- **Customer & Buying Behaviour**
- **Information & Marketing Decision**
- **Market Segmentation**
- **Selling your Products**
- **Product Development & Branding**
- **Case Studies**

## **Day 2: Marketing Environment**



**Strategic Business Communication  
Teamwork & Team Building  
Customer Engagement & Relationship Mgt.  
Market place and Devpt of Marketing Channels  
Territory & Logistics Management  
Sales & Marketing Strategy  
Marketing Communications  
Advertising & Public Relations  
Case Study & Group Discussion  
Assignments & Tests**

## **Day 3 – Capacity & Competence**



**Personal Selling  
Pricing & Selling Your Price  
Managing Marketing Feedbacks  
Personal Effectiveness  
The Habits of Highly Effective Marketers  
Sales/ Marketing Proposals & Presentations  
Marketing Planning, Surpassing Your Targets  
Competition & Market Intelligence  
Group Discussions & Presentations  
Case study & Tests  
Summaries and Synopses**

# What We Offer



- **STRATEGIC** - Strategically inclined towards core job functions
- **SKILL SET** - It is about maximizing the skill sets for the workforce
- **SYNERGY** - It is aimed at creating synergy in the organization
- **SYSTEM** - We are creating an elaborate HR Management Systems
- **SERVICE** - Geared towards the delivery of premium services/processes
- **SELF- STARTING** – Staff minimal supervisions. Developing Self Starters
- **SUSTAINABLE** - Excellent HRM Culture will be established
- **SIMULTANEOUS** - Takes on the Teams and Teams Mangers

# PROFESSIONAL TRAINING FACILITATION



***A number of highly reputable organizations have adopted and even recommended our Peak Performance Training modules to other organizations because they are:***

- delivered by world-class Certified Facilitators and experienced Performance Coaches
- premium training curriculum developed from researches and global best practices
- practical, interactive and all encompassing sessions
- our well proven competence in facilitation is incumbent on the mastery of Skills coaching and the cutting edge is the ingenuity in improvising customized training modules in both content and exceptional delivery.
- our ideology of training facilitation is not just passing on information but initiating and sustaining personal and organizational transformation.

## **Fee Per Participant: N99,999 (Negotiable with number of participants)**

### **Apart from the training & content delivery, these fees cover the following:**

- Premium training manuals & souvenirs customized for your workforce
- The soft copies of the training manual will be handed over to you
- State of the art Training Rooms with the utilities

### **Post Training Services**

- Comprehensive training report and recommendations will be submitted
- Post training evaluation will be done
- Free one- day training review will be provided three months after, based on evaluation
- Free one-day Career and Motivational Seminar
- Free Continuous Advisory Services
- Up to 30% Discount on Trainings/Seminars for Management staff

### **Good Meals**

Gift items for the outstanding participants

A certificate of participation and group photograph for all participants

Other befitting inputs and logistics that will make the training a lasting legacy

# What We Say



**We, the entire crew of GREENVILLE Consulting, say  
It will be our pleasure to serve and support you with our classic products,  
We Promise to make you proud by meeting and even surpassing your expectations,  
We cannot wait to start working with you.**

**Thank you.**

**For Enquiries Please call 08037275205**

***GREENVILLE Consulting***  
***Plot D, Roseville Court, Abdul-Razak Close Maryland, Lagos***  
***www.greenville-consult.com***