



## Scale Up – Winning a Customer – Module 3

10 hrs (up to 2-15 participants)

### **Training Description:**

In this course participants will learn how to effectively reach and convert their target audience to drive business growth. By utilizing real-life case studies, team exercises and practical assignments trainees will develop proficiency in: Developing a cohesive marketing and sales strategy; Crafting an Ideal Client Profile (ICP); Developing a differentiated brand message; Identifying the most effective channels for reaching target audiences; Building an inside sales engine to optimize lead conversion; Leveraging appropriate marketing and sales tools to drive growth. The ideal audience for this course: C-Suite Executives and Management, and is delivered virtually.

### **Training Objective:**

To enable trainees to acquire customers by developing and implementing comprehensive marketing and sales strategies, crafting Ideal Client Profiles, differentiating their brand and message, identifying effective channels for reaching target audiences, and leveraging suitable marketing and sales tools to facilitate growth.

### **Skill Attainment:**

Participants will learn how to effectively reach and convert their target audience to drive business growth and will engage in real-life case studies, team exercises, and practical assignments, along with coaching sessions to address their unique challenges and receive personalized guidance.

### **Training Content:**

- Developing a cohesive marketing and sales strategy
- Crafting an Ideal Client Profile (ICP)
- Developing a differentiated brand and message with a focus on client experience
- Identifying the most effective channels for reaching target audiences
- Building an inside sales engine to optimize lead conversion and generate new opportunities
- Leveraging appropriate marketing and sales tools to drive growth