

S&M MEN[®] SALES & MARKETING

Program Overview



Mike Boyle of Banjar Group, collaborates with marketing guru, James Atkins of Vantage Marketing, to dispel the myths that Sales and Marketing can't work together.

An entertaining look at both worlds. Mike and James explore the GAP between these two disciplines and shows how these two domains can work together to achieve success.

S&M MEN

This presentation takes us back to the 1950's, a time when the 'Mad Men' of advertising ruled. Mike and James address how the collaboration of Sales and Marketing can work together to achieve remarkable business outcomes. Authenticity and integrity underpin how we promote ourselves and our products. They share the experience with attendees and assist them to reflect on how they present their offerings, engage emotions to reveal value.

These suave professionals demonstrate how failing to differentiate yourselves through sales and marketing results in business suicide. They reveal the shift in sales process to selling with confidence and how to get the right balance in your marketing campaigns.

If you are a Marketing Manager, Sales Manager or just trying to get the two to work in your business, this session will go a long way to unlock their mystery.

Vintage footage and examples anchor this presentation. The audience will be transported to the hustle and bustle world of Sales & Marketing and discover the benefits of a collaborative approach. Everything old is new again!

As a result of the S&M Men[®] 90 minute presentation, participants will:

- Understand the alignment challenges of sales and marketing
- Get to explore your own 'pitch'. Is it aligned?
- Workshop your sales and marketing 'sweet spot'
- Develop plans and actions to leverage sales and marketing
- Use the collective wisdom of the group to grow and sell your brand better

Further enquiries on the number below.