



STRATEGIC SALES AND MARKETING PLANNING

TRAINING TIMETABLE - DAY 1

DATE: 3RD DECEMBER, 2025

<ul style="list-style-type: none"> • Arrival Of Participants 	8:30 am – 9:00 am
<ul style="list-style-type: none"> • Welcome Address/Participants' Introduction • Training Expectations • Components of a Sales & Marketing Plan 	9:00 am – 10:30 am
Coffee Break	10:30 am – 11:00 am
<ul style="list-style-type: none"> • Business Description • Market Research and Analysis 	11:00 am – 12:30 pm
Lunch	12:30 pm – 1:30 pm
<ul style="list-style-type: none"> • Situational Analysis (SWOT) • Pricing Analysis • Customer Profiling 	1:30 pm – 3:00 pm
End Of Session	

TRAINING TIMETABLE - DAY 2

DATE: 4TH DECEMBER, 2025

<ul style="list-style-type: none"> • Arrival Of Participants 	8:30 am – 9:00 am
<ul style="list-style-type: none"> • Recap on First Session • Competitive Analysis 	9:00 am – 10:30 am
Coffee Break	10:30 am – 11:00 am
<ul style="list-style-type: none"> • Define your Marketing Strategies • Define your Resource Requirements 	11:00 am – 12:30 pm
Lunch	12:30 pm – 1:30 pm
<ul style="list-style-type: none"> • Budgeting • Implementation and Success Measurements • Risk Management in Sales and Marketing Planning 	1:30 pm – 3:00 pm
End Of Session	