

Marketing & Management

1. Overview

This programme equips participants with the skills and knowledge required to effectively manage and implement marketing and selling processes within a new venture or SMME environment. It prepares entrepreneurs and venture owners to apply marketing plans, negotiate successfully with customers, and complete essential business documents such as quotes and tender submissions. The programme adds value to individuals wanting to strengthen their entrepreneurial and business management capabilities, enabling them to access larger commercial and public sector opportunities.

2. Learning Outcome:

- Implement a marketing plan for a new venture
- Negotiate deals with customers using effective communication and sales strategies
- Outline and apply the processes and principles for developing basic quotes
- Outline and apply processes and principles for completing tender documents

Qualification:

Certificate of Completion

Duration:

2-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0450

SAQA US:

119672

NQF Level:

2

Credits:

7

Entry Requirements:

Communication & Mathematical Literacy at NQF 1

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled online sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-face

**A choice of leveraged programmes for any person,
At any level, in any department, of any company, in any industry.**

3. Programme Content

- **(119672 US):** Manage marketing and selling processes of a new venture

4. Topics

Module 1: Introduction to Marketing and Selling in New Ventures

- Overview of new venture marketing
- Importance of marketing and selling processes
- Relationship between marketing strategy and business growth

Module 2: Implementing a Marketing Plan

- Components of a marketing plan
- Setting marketing objectives
- Action plans, timelines, and resource allocation
- Monitoring marketing activities and reviewing results
- Adjusting strategies based on market feedback

Module 3: Understanding the Sales Process

- What is selling?
- Customer journey and buying behaviour
- Lead generation and conversion
- Building customer relationships

Module 4: Negotiating with Customers

- Principles of effective negotiation
- Preparing for a negotiation
- Communication and persuasion techniques
- Handling objections and closing the deal
- Ethical negotiation practices

Module 5: Developing Basic Quotes

- Purpose of a business quote
- Key components of a quote (pricing, terms, scope, validity, etc.)
- Calculating costs and setting prices
- Presenting quotes professionally
- Common mistakes to avoid

We trust that the above is in order and look forward to hearing from you for Implementation

Module 6: Understanding Tender Processes

- What is a tender?
- Types of tenders (open, closed, public sector, private sector)
- Bid requirements and documentation
- Basic principles of completing tender documents
- Compliance, pricing, and submission guidelines
- Common challenges and best practices

Module 7: Integrating Marketing and Sales Activities

- Aligning marketing strategies with selling processes
- Customer retention strategies
- Tracking sales performance and reporting
- Continuous improvement for new ventures

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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