Knowledge Sharing Session

Sales & Marketing – 102 and 103

What We Will Cover

- Sales & Marketing 101
 - Marketing
 - Sales & Marketing
 - Maslow's Hierarchy of Needs
 - Product Life Cycle
 - B2B/B2C/D2C/C2C/C2B
 - Channels
 - Distribution
 - Relating Examples from Personal Experiences
- Sales & Marketing 102
 - 4Ps of Marketing
 - BCG Matrix
- Sales & Marketing 103
 - STP
 - Market Research Primary/Secondary
 - Types of Marketing
 - Sales Hierarchy & Processes
- Sales & Marketing 104
 - 2 2-in-depth Examples

4 Ps of Marketing

MARKETING MIX

Explained by Super Heuristics

List Price Discount Allowances Payment Period Crediterms







Product
Variety
Quality
Design
Features
Brand Name
Packaging

Channels Coverage Assortment Locations Inventory Transport

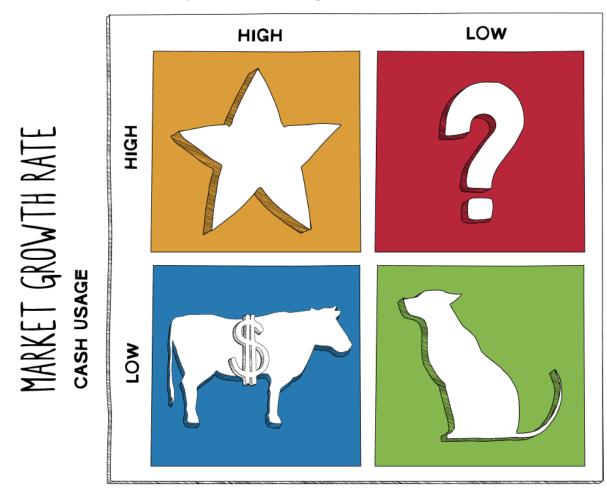




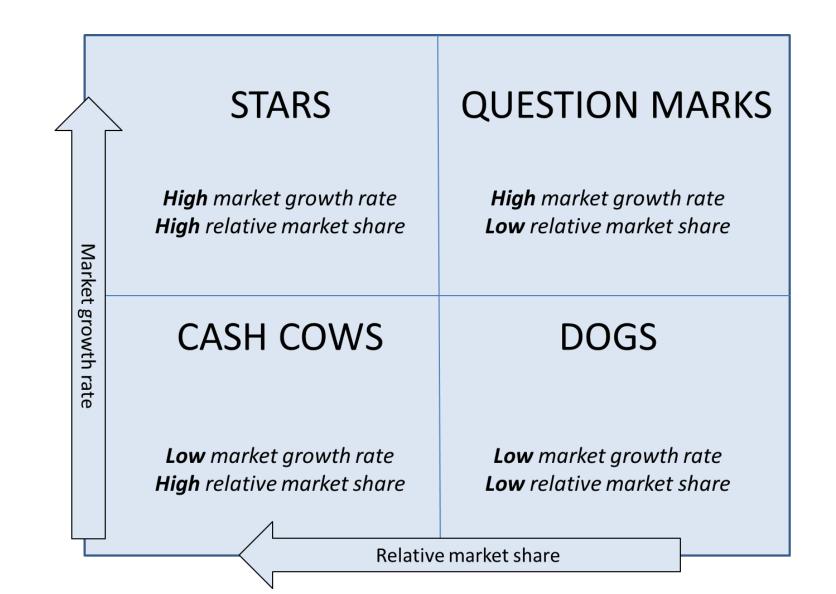
BCG Matrix

RELATIVE MARKET SHARE

CASH GENERATION



BCG Matrix



Segmentation **Targeting Positioning** Divide market into Create product Determine which distinct groups of positioning and customer group marketing mix that is customers (segment) to focus (segments) using most likely to appeal your marketing segmentation to the selected efforts on. audience. practices.

Market Segmentation



Geographics

Country

City

Density

Language

Climate

Area

Population



Demographics

Age

Gender

Income

Education

Social Status

Family

Life Stage

Occupation



Psychographics

Lifestyle

AIO: Activity,

Interest, Opinion

Concerns

Personality

Values

Attitudes



Behavioral

Benefits Sought

Purchase

Usage

ntent

Occasion

Buyer Stage

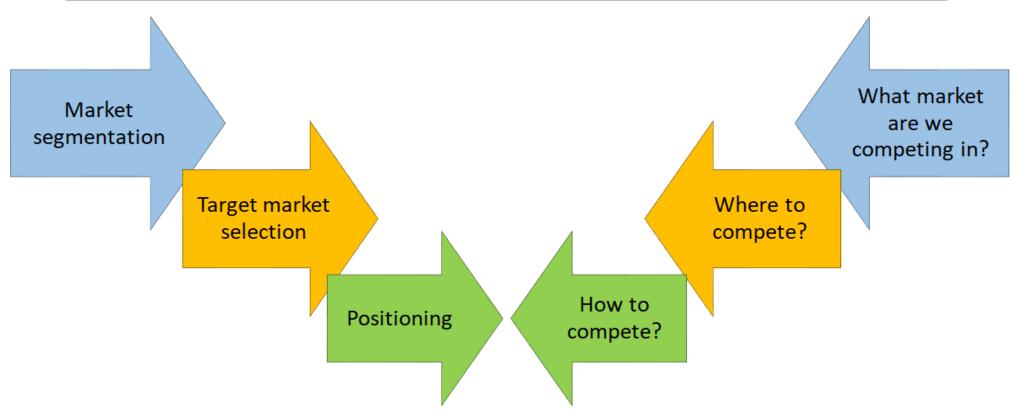
User Status

Life Cycle Stage

Engagement



STP and its role in marketing strategy decisions



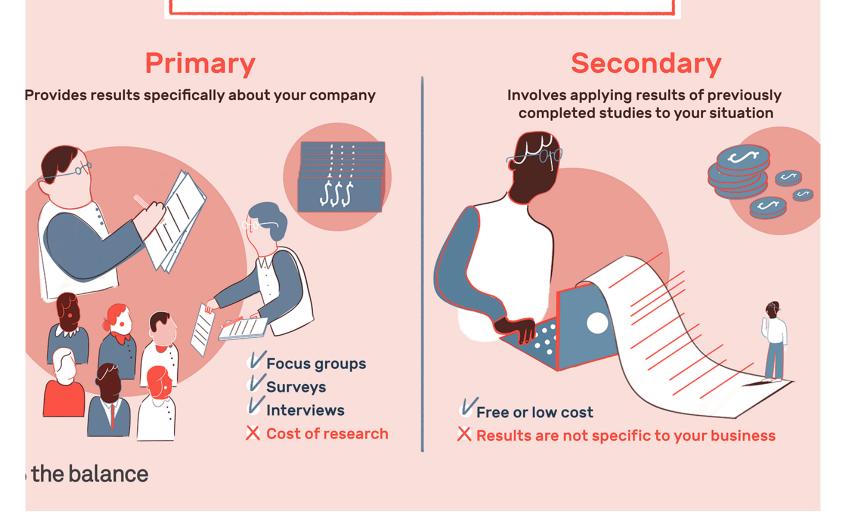
STP is a interconnected marketing process





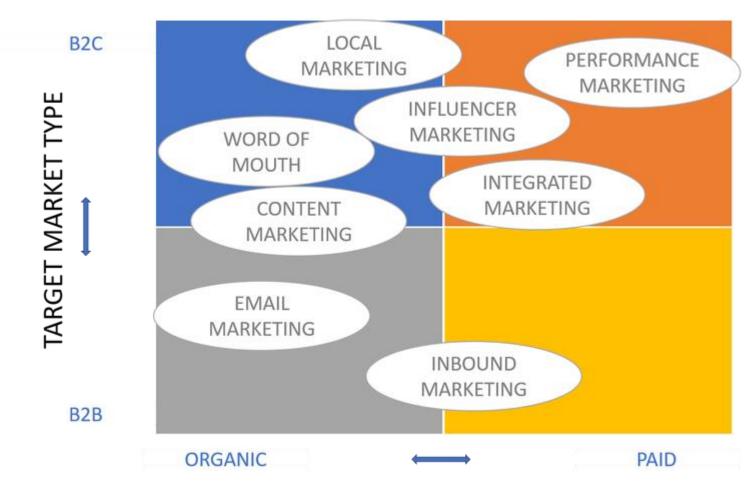
Market Research

Two Types of Market Research

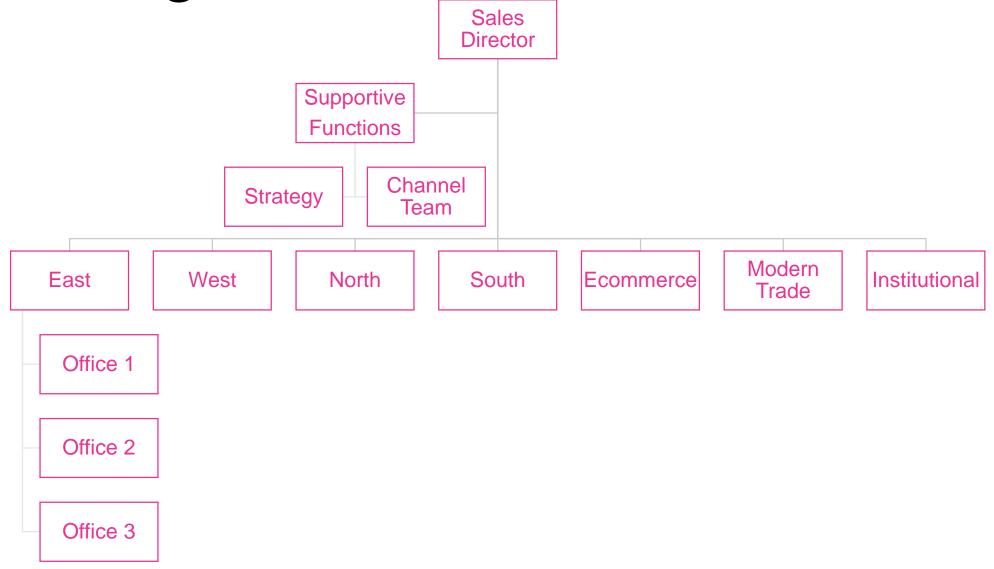


Types of Marketing

TYPES OF MARKETING STRATEGIES



Sales Hierarchy



Marketing Hierarchy

