

Knowledge Sharing Session

Sales & Marketing – 102 and 103

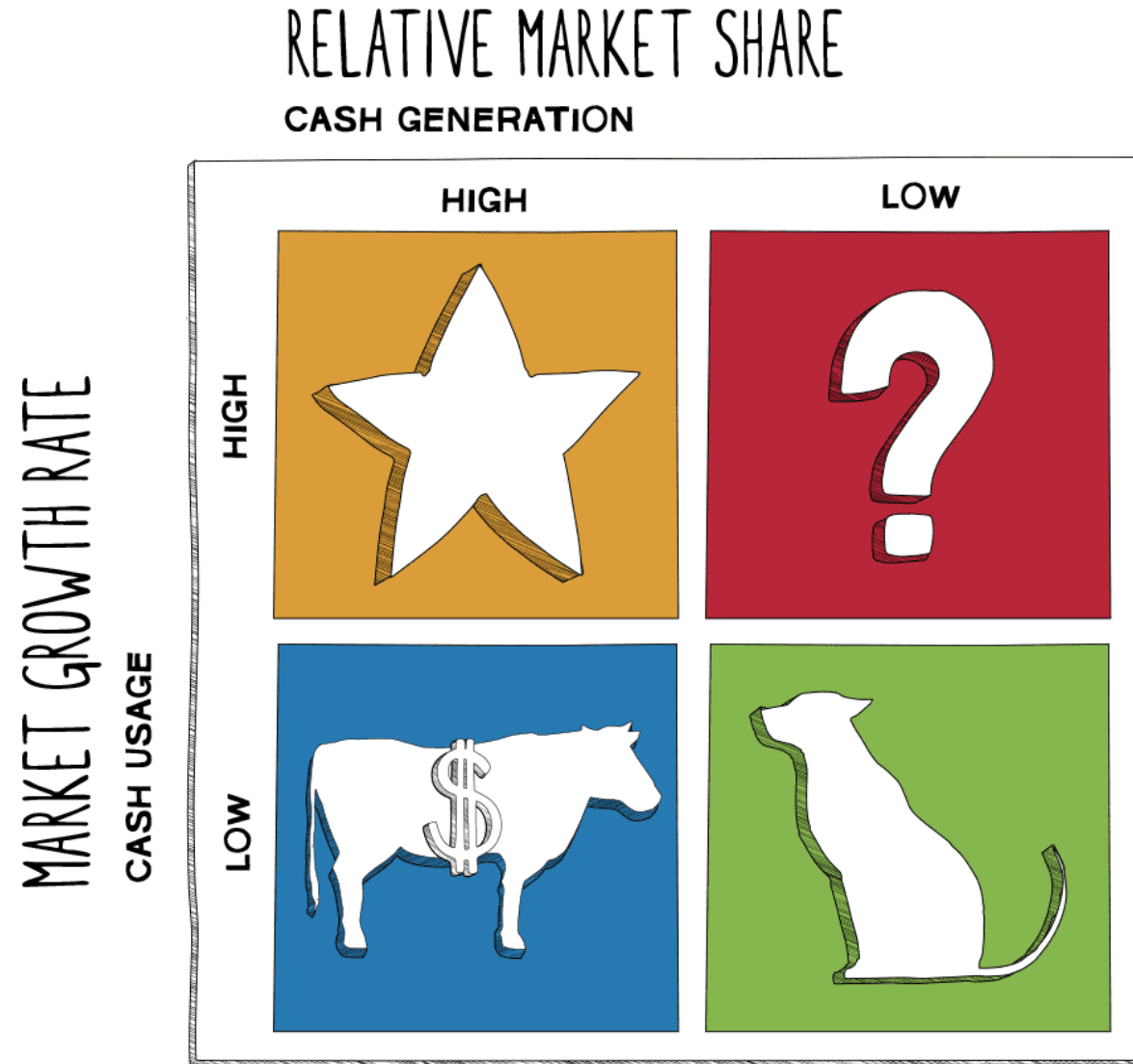
What We Will Cover

- **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**

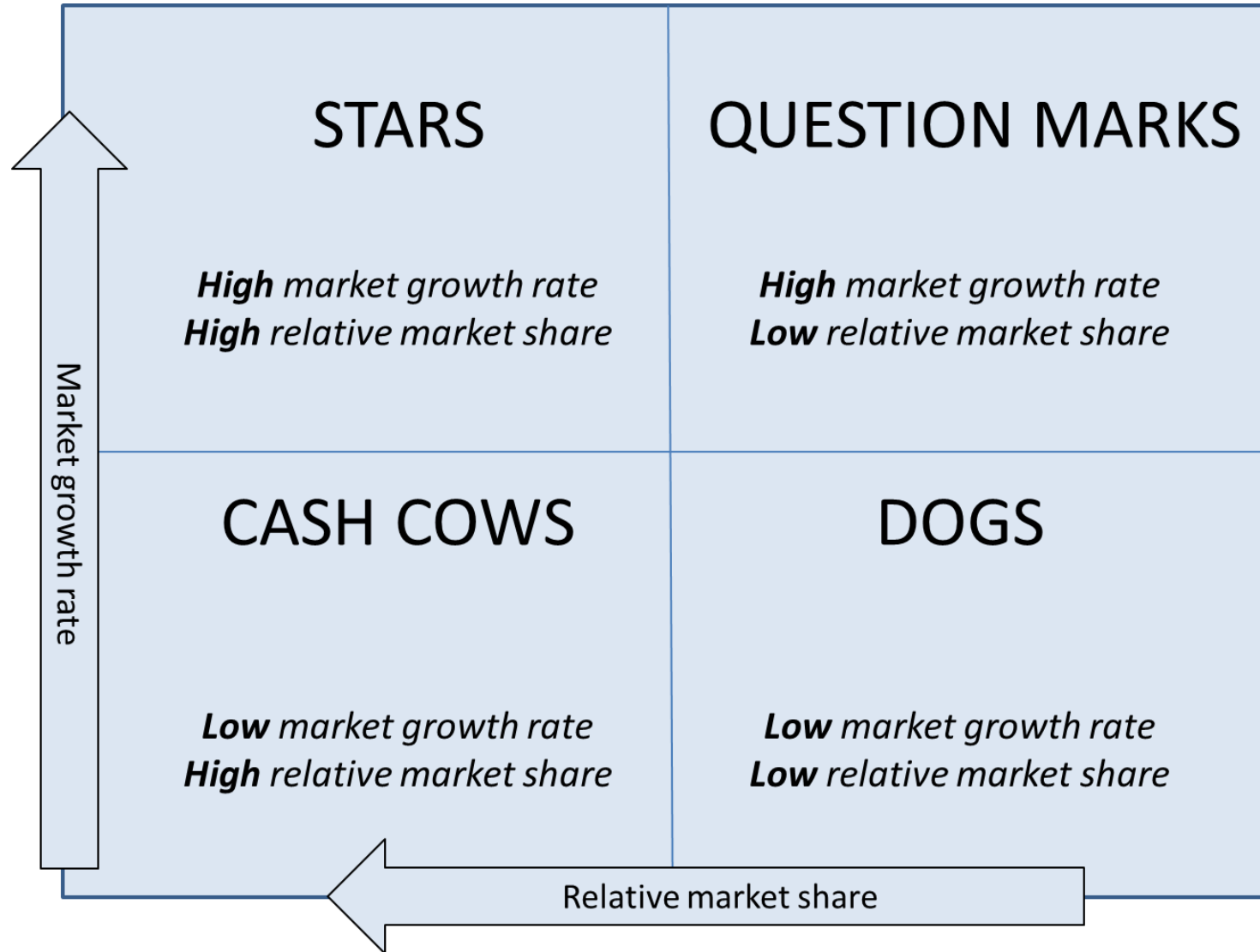
4 Ps of Marketing



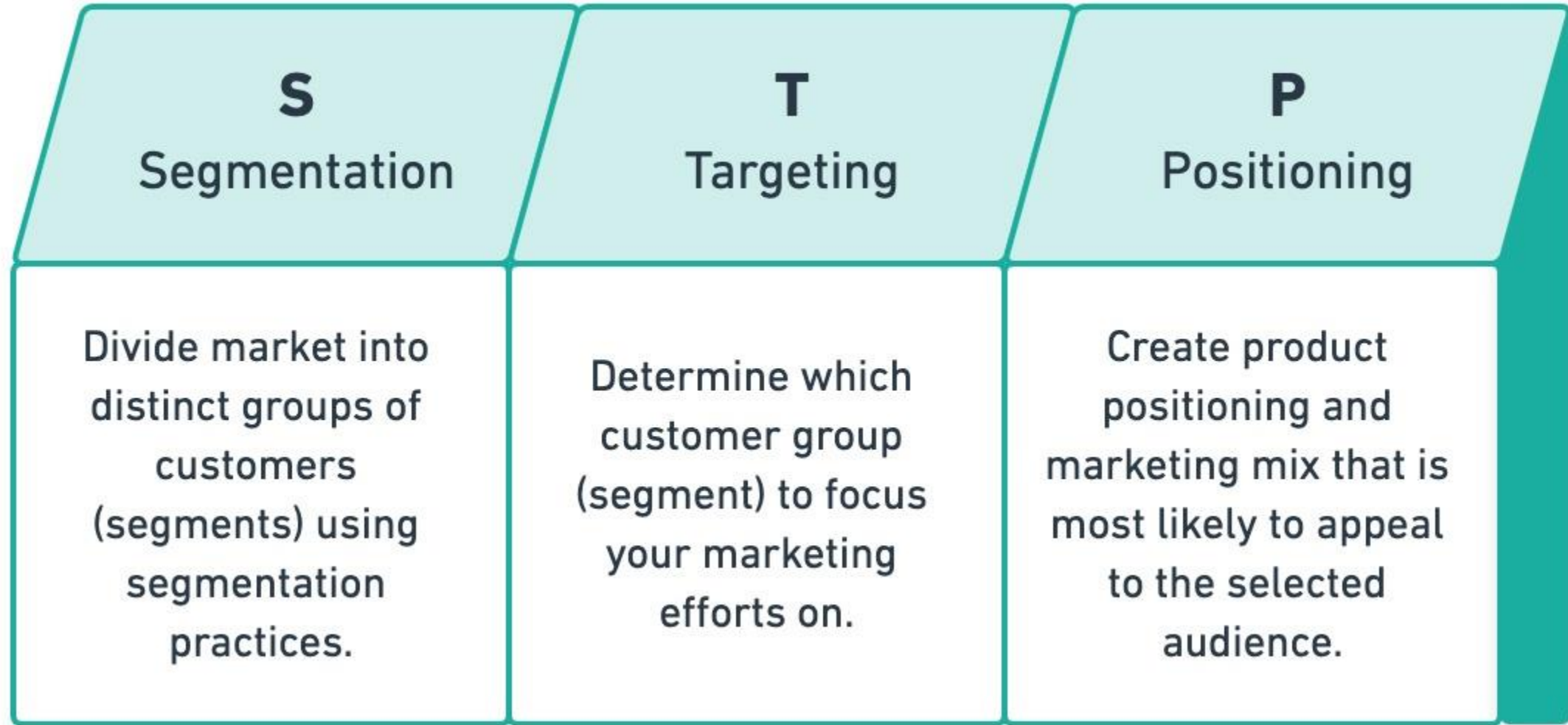
BCG Matrix



BCG Matrix



STP



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

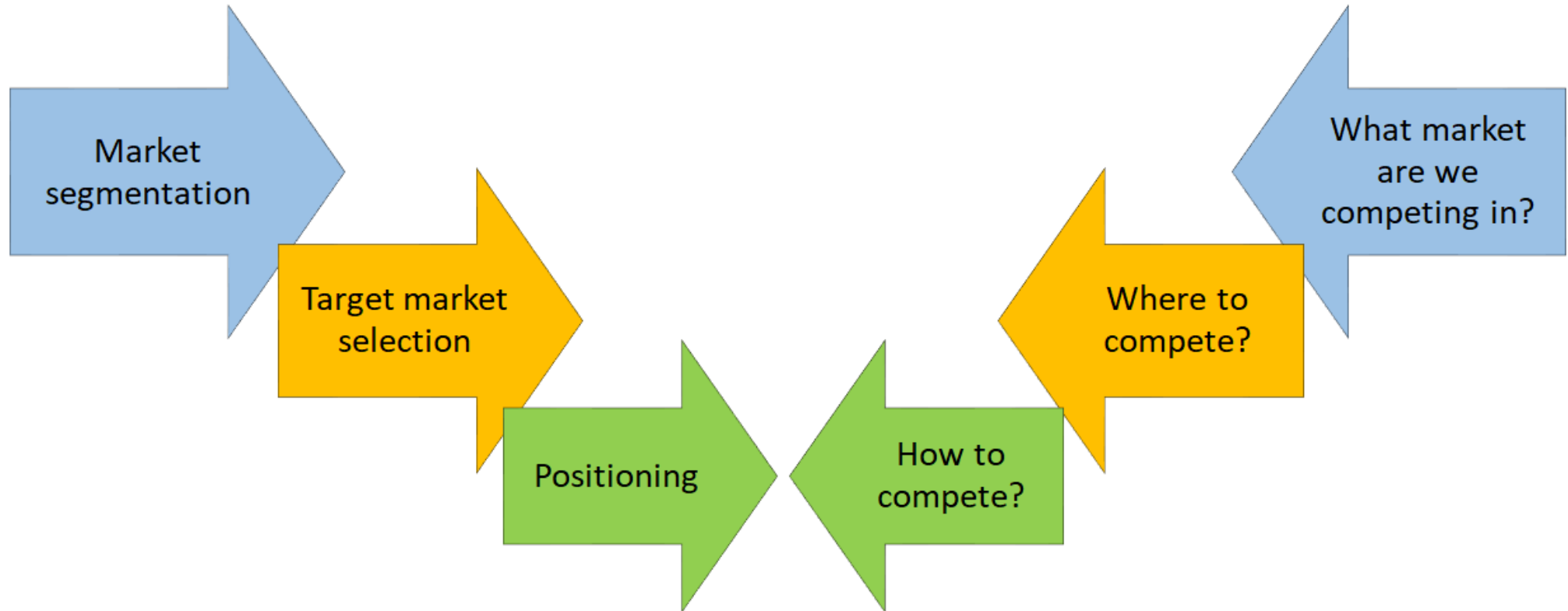


Behavioral

Benefits Sought
Purchase
Usage
Intent
Occasion
Buyer Stage
User Status
Life Cycle Stage
Engagement

STP

STP and its role in marketing strategy decisions



STP is a interconnected marketing process

STP



STP



Market Research

Two Types of Market Research

Primary

Provides results specifically about your company



Secondary

Involves applying results of previously completed studies to your situation

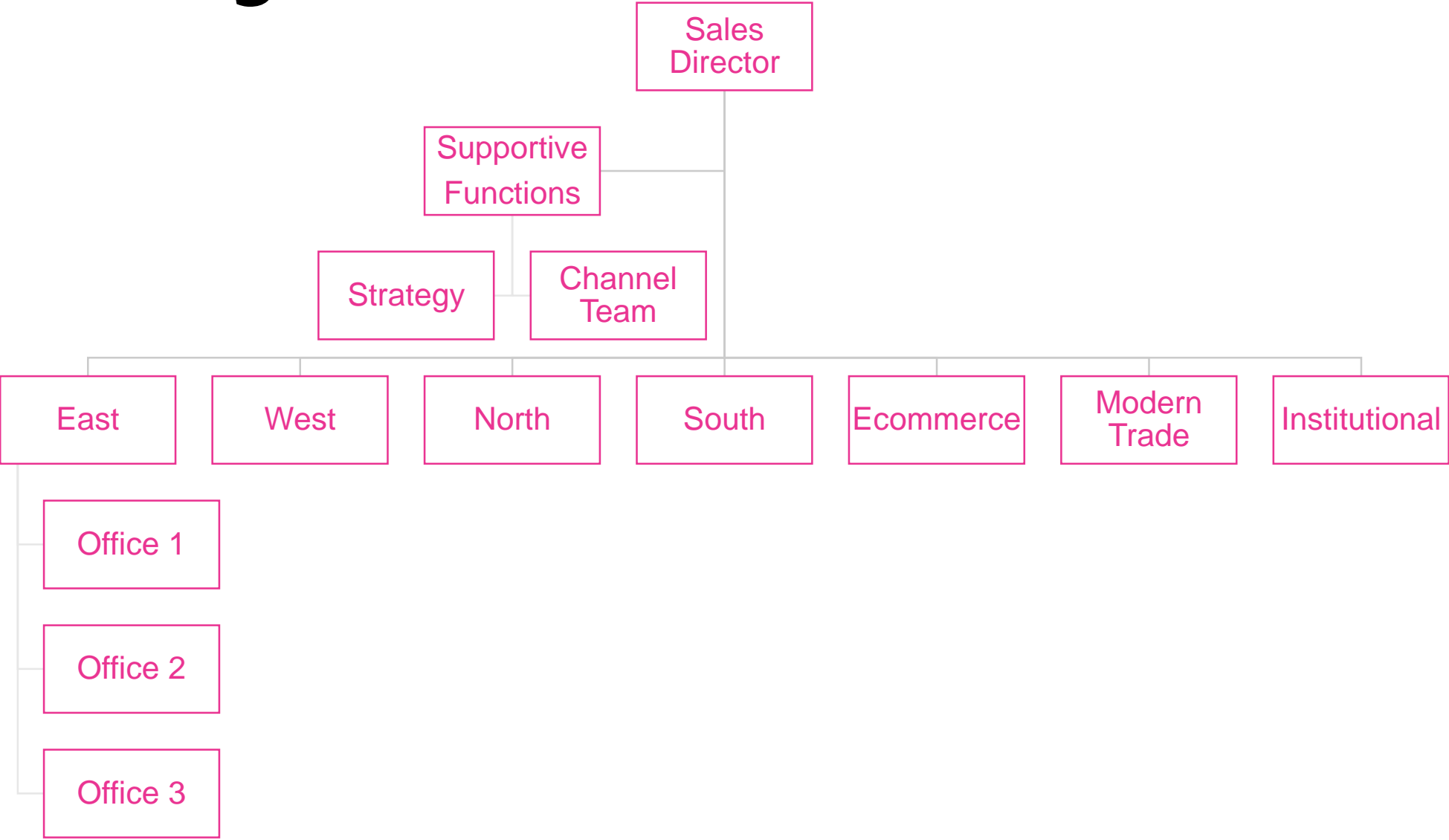


Types of Marketing

TYPES OF MARKETING STRATEGIES



Sales Hierarchy



Marketing Hierarchy

