

Developing Effective Tools for Sales and Marketing

Date: July 1, 2026 **Duration:** 3 days **Mode of Delivery:** Hybrid

PROGRAM FEE: N750,000



Overview

Effective understanding and management of the marketing function is at the heart of business performance. This programme explores the essential tools of contemporary marketing, which range from managerial orientations and developments in the marketing mix to key account management strategies and brand or line extensions. Participants gain clarity on how each of these elements influences value creation and drives stronger commercial outcomes.

The programme also simplifies how seemingly separate marketing activities come together to form a unified, strategic function. Through a systems-thinking lens, participants learn how to align sales, marketing, operations, and business strategy into a cohesive approach that supports organisational goals. By the end, they will be better equipped to evaluate marketing decisions, integrate functions, and contribute more meaningfully to business growth.

Who should attend

The Programme is designed for sales executives, marketing professionals, and business development managers seeking practical, modern tools for commercial growth. It is ideal for individuals who want to strengthen their understanding of the marketing function beyond day-to-day execution. Participants typically work in organisations where aligning sales and marketing activities is essential for business success.

Learning Objectives and Benefits

Participants on this programme will:

- Apply a systems-thinking approach to align marketing with broader business strategy.
- Understand how diverse marketing activities integrate into a cohesive, strategic function.
- Strengthen collaboration across sales, marketing, and operations to achieve organisational objectives better.

Structure and Curriculum

- Managerial orientations in marketing
- Integrating marketing into business objectives
- Understanding your customer
- Targeting, segmentation (top, mid & bottom of the market) & positioning
- Product and service strategy
- Brand extension
- Branding & communication strategy
- The marketing mix
- Marketing communications
- Pricing strategy and tactics
- Linking customer satisfaction to business profitability
- Intercultural/international marketing
- Selling & sales management
- Channel & distribution management
- Key account management
- Relationship marketing

Secure Your Spot / Need to Know More?

Oluwakemi Mfon-Bassey
08086726686
Omfon-Bassey@Lbs.edu.ng

Afolabi Oyewunmi
07019900756
Aoyewunmi@Lbs.edu.ng

Toba Olugosi
07080070553
Tolugosi@Lbs.edu.ng

Florence Dick
07086095194
Fdick@Lbs.edu.ng
Exceedsales@Lbs.edu.ng

Lagos Business School
Lekki - Epe Expressway Ajah,
Lagos, Nigeria
Info@Lbs.edu.ng
+234-(0)-8025014623