Nepris Exercise - Developing Effective Sales and Marketing Plans  
(Updated: July 16, 2017)

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| 26   | Nepris Exercise: Developing Effective Sales and Marketing Plans  
https://nepris.com/video/sales-strategy-46516 |
| 26-12| In this session, Steven Eiger of AT&T outlines the Seven Steps of a Sale and walks students through real world examples of Sales in practice.  
Steven talks to students about the critical role Salespeople play in: a) creating business growth; b) building a positive company reputation; c) sustaining growth by securing targeted customers.  
The importance of soft skills is also addressed throughout this session. |