

Nepris Exercise - Developing Effective Sales and Marketing Plans

(Updated: July 16, 2017)

Code	Resource Name
26 Develop a Business and Marketing Plan	
26-12	<p><i>Nepris Exercise:</i> Developing Effective Sales and Marketing Plans https://nepris.com/video/sales-strategy-46516</p> <p>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.</p> <p>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.</p> <p>The importance of soft skills is also addressed throughout this session.</p>