**Nepris Exercise - Developing Effective Sales and Marketing Plans**

(Updated: July 16, 2017)

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| **Code** | **Resource Name** |
| **26 Develop a Business and Marketing Plan** |
| 26-12 | *Nepris Exercise*:  Developing Effective Sales and Marketing Plans<https://nepris.com/video/sales-strategy-46516> 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.  |