



*Training Course:
The Sales & Marketing Management MBA*

*22 - 26 February 2027
Kigali (Rwanda)*

Training Course: The Sales & Marketing Management MBA

Training Course code: SM5009 From: 22 - 26 February 2027 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to provide a comprehensive and advanced understanding of sales and marketing management, combining strategic insight with practical execution.

In today's competitive marketplace, organizations that succeed are those capable of building powerful brands, understanding customer behavior, and executing effective marketing and sales strategies. This program adopts a structured and systematic approach to help participants master the full marketing and sales management cycle—from analysis and planning to execution and performance optimization.

Through real-world examples and proven frameworks, participants will understand how leading global brands create value and command premium positioning. The program integrates sales leadership, marketing strategy, and brand management to deliver measurable business impact.

Course Objectives

By the end of this program, participants will be able to:

- Recruit, develop, and manage high-performing sales teams
- Apply effective leadership, coaching, and motivation techniques
- Understand and implement the full marketing model
- Develop and execute comprehensive marketing strategies
- Conduct strategic market audits and research
- Apply segmentation, targeting, and positioning STP frameworks
- Manage brands and product portfolios effectively
- Align marketing and sales functions for optimal performance
- Design and implement tactical marketing plans

Target Audience

- Sales Managers and Marketing Managers
- Business Development Professionals
- Team Leaders and Department Heads
- Entrepreneurs and Business Owners
- Professionals transitioning into leadership roles

Training Outline

Day 1: Building & Selecting High-Performance Sales Teams

- Best practices in recruitment and selection
- Interviewing and appraisal techniques
- Defining job roles and competencies
- Succession planning strategies
- Coaching and mentoring fundamentals
- Incentive and motivation systems
- Building a strong sales culture
- Effective cross-department communication

Day 2: Managing and Leading Sales Teams Effectively

- Advanced motivation techniques
- Understanding team dynamics and development stages
- Managing different personality types
- Leadership models and management styles
- Situational leadership approach
- Overcoming resistance to change
- Building team capacity and performance

Day 3: Marketing Fundamentals & Strategic Analysis

- Defining marketing and its role in business
- Understanding the marketing model and process
- Developing effective marketing plans
- Conducting strategic market audits
- Market research and decision-making
- Analytical tools and frameworks:
 - PESTLE
 - Porter's Five Forces
 - Market mapping and strategic analysis

Day 4: Strategic Positioning & Brand Management

- Vision setting and strategic objectives
- Growth and competitive strategies
- Market segmentation and targeting
- Developing strong value propositions
- Brand positioning and brand architecture
- Managing product portfolios
- Aligning marketing mix elements for maximum impact

Day 5: Tactical Marketing Mix & Action Planning

- Conducting tactical audits
- Customer satisfaction measurement
- Evaluating promotional effectiveness
- Product lifecycle management
- Pricing strategies and competitive pricing

- Channel and supply chain management
- Marketing and sales integration
- Campaign planning and execution
- Developing actionable marketing plans
- Final project and implementation roadmap

Registration form on the Training Course: The Sales & Marketing Management MBA

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Full Name (Mr / Ms / Dr / Eng):
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Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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