

Workshop Title	Marketing, Sales and Service Management
Workshop Description	The profitability of an organisation often depends on its ability to successfully generate income and maintain or increase its profit margins. Marketing of an organisations goods and services and converting leads into successful sales is paramount to the growth and prosperity of an organisation. This workshop focuses on the elements that need to be considered to create an impact on the marketing intervention. The workshop also focuses on the marketing mix, market analysis and how to improve customer service. It also covers the sales process and how to deal with internal and external customers.
Admission Requirements	<ul style="list-style-type: none"> • Must be at least twenty three years of age. • Must be in possession of a matric certificate or the mature age exemption procedure will apply.
Delivery Method	Contact Sessions
Duration	2 days/ 16 hours
Price	Refer to BSU Fee Schedule
Enquiry Contact	bsuenquiries@dut.ac.za / 031 -373 5710/ 5762