



安讯教育与科技有限公司
Axon Consultancy Sdn Bhd

STRATEGIC SALES & MARKETING



FOR BUSINESS SUCCESS



Axon Consultancy Sdn. Bhd.

(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
Taman Danau Saujana, 53300 Kuala Lumpur
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AN OVERVIEW

In an increasingly competitive business environment, sustainable growth requires more than ad-hoc selling or promotional activities. Organisations must adopt structured, integrated sales and marketing strategies that attract the right customers, convert opportunities effectively, and build long-term relationships.

The **Strategic Sales & Marketing for Business Success** programme is designed to equip participants with essential strategic thinking, tools, and practical frameworks to strengthen their sales and marketing effectiveness. The programme combines market analysis, brand positioning, digital strategy, sales process design, and performance measurement to ensure learning translates directly into business impact. Participants will work on real business scenarios and develop a practical sales and marketing action plan that can be implemented immediately within their organisation.

Duration: 1-2 Days

WHO SHOULD ATTEND:

This program is suitable for:

- Business owners and entrepreneurs
- Sales and marketing managers
- Business development executives
- SME leaders and growth-focused teams
- Professionals responsible for revenue generation and market expansion



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Programme Objectives

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

- Understand the strategic roles of sales and marketing in driving sustainable business growth
- Identify target markets, customer segments, and buying motivations
- Develop clear brand positioning and compelling value propositions
- Design structured marketing and sales strategies aligned to business goals
- Apply digital and social media strategies to generate leads and engagement
- Build effective customer relationship management practices
- Measure performance and refine strategies using data and KPIs
- Develop an actionable sales and marketing implementation plan

Learning Outcomes

Upon completion, participants will demonstrate the ability to:

- Build and implement effective sales and marketing strategies
- Attract, engage, and convert the right customers consistently
- Strengthen brand presence, credibility, and market positioning
- Improve coordination between sales and marketing functions
- Achieve sustainable and scalable business growth



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TRAINING METHODOLOGY

The programme adopts a participant-centered and results-oriented learning approach :

- **Interactive Learning:** Short input sessions with facilitated discussions
- **Case Studies:** Real-world business scenarios and analysis
- **Group Activities:** Customer profiling, value proposition design, funnel creation, and sales practice
- **Hands-On Planning:** Guided development of individual business plans
- **Role-Play and Simulations:** Practising sales conversations and objection handling
- **Reflection and Feedback:** Trainer and peer feedback to reinforce learning
- **Tools and Templates:** Practical checklists, frameworks, and planning templates
- **Action-Oriented Outcome:** Personalised implementation plans with measurable goals



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Course Content

Module 1: Fundamentals of Strategic Sales & Marketing

- Roles and interdependence of sales and marketing
- Strategy versus tactics in business growth
- Contribution of sales and marketing to organisational performance
- Common challenges faced by growing businesses

Outcome: Clear understanding of how strategy-driven sales and marketing enable long-term success.

Module 2: Market and Customer Analysis

- Identifying target markets and ideal customer profiles
- Understanding customer needs, pain points, and buying behaviour
- Market segmentation techniques
- Customer value expectations

Outcome: Ability to define target customers clearly and understand what motivates purchasing decisions.

Module 3: Brand Positioning and Value Proposition

- Building a strong and consistent brand identity
- Defining unique selling propositions (USP)
- Competitive positioning strategies
- Value-based pricing considerations

Outcome: Capability to position products or services clearly and communicate value confidently.



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Module 4: Strategic Marketing Planning

- Setting clear and measurable marketing objectives
- Selecting appropriate marketing channels
- Designing effective marketing funnels
- Content planning for different stages of the customer journey

Outcome: Ability to develop structured, goal-oriented marketing plans.

Module 5: Digital and Social Media Marketing Strategy

- Strategic use of digital and social media platforms
- Content strategies: education, promotion, storytelling, and testimonials
- Lead generation methods
- Building trust and engagement online

Outcome: Effective use of digital platforms to attract and engage customers.

Module 6: Sales Strategy and Sales Process

- Designing a structured sales process
- Prospecting and lead qualification techniques
- Sales communication and consultative selling skills
- Objection handling and ethical closing techniques

Outcome: Increased confidence and professionalism in managing the sales process.

Module 7: Customer Relationship Management (CRM)

- Importance of customer retention and lifetime value
- Follow-up and after-sales strategies
- Creating repeat and loyal customers
- Referral and loyalty-building strategies

Outcome: Ability to build long-term customer relationships that support sustained growth.



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Module 8: Integrating Sales and Marketing

- Aligning marketing messages with sales activities
- Collaboration between sales and marketing teams
- Using customer feedback and data insights
- Continuous improvement strategies

Outcome: Understanding how integration improves conversion rates and operational efficiency.

Module 9: Performance Measurement and Tools

- Key sales and marketing KPIs
- Tracking, analysing, and interpreting performance data
- Budget management and ROI considerations
- Strategy adjustment based on performance outcomes

Outcome: Ability to measure effectiveness and make data-driven decisions.

Module 10: Action Planning and Implementation

- Development of a practical sales and marketing action plan
- Setting priorities, timelines, and responsibilities
- Identifying required resources
- Scaling strategies for sustainable growth

Outcome: Participants leave with a clear, actionable plan ready for implementation.



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Trainer Portfolio: Ms Jegathiswari Seetha Raman (Arularase Baskar) HRDC Accredited Trainer | NLP Practitioner | Life & Mindset Coach | Emotional Intelligence Specialist

Jegathiswari Seetha Raman is an award-winning professional trainer with over 20 years of experience in corporate training, coaching, and personal development, renowned for her energetic facilitation style and ability to spark deep, lasting transformation. Armed with multiple certifications—including Master NLP Practitioner, Master Emotional Intelligence, Life Purpose Coach, and NLP in Sales & Persuasion—she has empowered thousands to elevate their communication, strengthen emotional resilience, and unlock high-performance mindsets. Her diverse career spans sales leadership, digital marketing, HRDC and Penjana programmes, and specialised coaching for both working professionals and retrenched individuals, giving her a unique blend of behavioural expertise and real-world business insight. A recipient of major industry accolades such as the National Education & Training Excellence Award and the Asia Lifetime Achievement Award in Learning & Development, as well as the author of *The Power of Purpose*, Jegathiswari delivers training rooted in authenticity, empathy, and purpose—helping individuals and organisations transform potential into meaningful, measurable results.

Areas of Expertise

- NLP & Emotional Intelligence
- Communication Mastery
- Leadership & Team Motivation
- Sales Psychology & Humanised Sales
- Mindset & Personal Transformation
- High Emotional Intelligence
- Goal Setting & Purpose-Driven Performance
- Coaching for Behavioural Change

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