



RightEdge

Nurturing Self Excellence



SMARKETING

By Coach Murali

ABOUT SPEAKER

- » Hybrid Business Coach & Serial Entrepreneur
- » Four Decades of Sales & Marketing experience out of which 32 yrs as Business owner.
- » Trained few hundred Business owners & handled a dozen business verticals.
- » Author of "Upside down to Business Upturn"



Coach Murali

Program Schedule:



- Session 1: Tuesday 18th Jan 2022, 7:00pm to 8:30pm
Session 2: Wednesday 19th Jan 2022, 7:00pm to 8:30pm
Session 3: Thursday 20th Jan 2022, 7:00pm to 8:30pm

BE ONE OF THE FIRST!

**IT IS NOT ABOUT WHAT YOU MARKET OR SELL;
BUT HOW YOU DO IS WHAT MATTERS.....**

DO IT RIGHT WITH SMARKETING....

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ENERGISE

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WHO SHOULD ATTEND :

- » CEO/CMO/CBO/CSO- All CXOs who make decisions in sales and Marketing
- » Owners of Small businesses
- » Sales and Marketing Professionals

BENEFITS OUT OF THE SESSION :

- » Learn a different dimension about the correlation between sales and marketing
- » Understanding the perception-reality gap in Customers and ways to solve them
- » Improved Sales performance
- » Higher customer satisfaction
- » Awareness about importance of CX in Sales

WHAT DO YOU LEARN :

- » Roles of Marketing and Sales
- » The need for alignment
- » Change of philosophy and KPIs – Cost centre = Profit Centre
- » Future of Marketing – SMarketing
- » Look beyond alignment – Work together
- » Why SMarketing - a must for SMES??

WHEN YOU PRACTICE SMARKETING :

- Increase of
 - » Minimum 30% in sales
 - » Minimum 50% in customer satisfaction
 - » Acquire and retain customers better than ever before



TO JOIN US

RightEdge is an unique platform for individuals to **Build** and **Transform** their career by aligning their ambition and Skill through Assessment, Counselling and Mentoring by **Industry Experts & Curated Training Partners**.

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