

Here's a detailed **20-module course and lesson plan** for the **self-paced e-learning course** titled:

Marketing & Sales Consulting: Proven Strategies for Business Growth

Course Structure

Each module includes strategic insights, proven frameworks, real-world case studies, and practical implementation techniques.

Module 1: Introduction to Marketing & Sales Consulting

- Overview of Marketing & Sales Consulting
- The role of a consultant in business growth
- Key skills and competencies for success

Module 2: Understanding Business Strategy & Market Positioning

- Business strategy fundamentals
- How market positioning impacts brand success
- Competitive analysis frameworks (Porter's Five Forces, SWOT, etc.)

Module 3: Brand Strategy & Positioning Fundamentals

- Defining brand identity and purpose
- Brand differentiation techniques
- Case studies: Successful brand positioning

Module 4: Crafting a Compelling Value Proposition

- Developing a unique selling proposition (USP)
- Positioning frameworks for effective communication
- Real-world examples of strong brand messaging

Module 5: Digital Marketing Strategy Overview

- The evolution of digital marketing
- Core components: SEO, PPC, Social Media, Email, Content Marketing
- Measuring digital marketing success (KPIs & analytics)

Module 6: Content Marketing & Thought Leadership

- Developing a content strategy for brand authority

- Storytelling techniques for audience engagement
- Case study: How brands use content to drive sales

Module 7: Social Media & Influencer Marketing

- Leveraging LinkedIn, Instagram, Twitter, and Facebook
- Influencer partnerships and brand advocacy
- Case study: Social media strategies that transformed businesses

Module 8: Paid Advertising & Performance Marketing

- Google Ads, Facebook Ads, and LinkedIn Ads
- Budgeting and ROI measurement
- Case study: High-performing ad campaigns

Module 9: Search Engine Optimization (SEO) for Consultants

- Understanding on-page & off-page SEO
- Keyword research and content optimization strategies
- SEO tools and analytics

Module 10: Email Marketing & Automation

- Building effective email campaigns
- Lead nurturing and automation tools
- Case study: Email campaigns that drive conversions

Module 11: Sales Enablement & Training – Introduction

- What is sales enablement?
- The importance of alignment between marketing & sales
- Key sales enablement tools and platforms

Module 12: Building a High-Performance Sales Team

- Recruiting and training top sales talent
- Performance management strategies
- Case study: How companies built top-performing sales teams

Module 13: Sales Funnel Optimization & CRM Integration

- Understanding the sales funnel stages

- CRM tools and automation for sales tracking
- Case study: CRM-driven sales growth

Module 14: Consultative Selling & Relationship Building

- The consultative selling approach
- Active listening and objection handling
- Real-world applications in B2B & B2C sales

Module 15: Data-Driven Decision Making in Sales & Marketing

- Using data to refine strategies
- Key analytics tools and dashboards
- Case study: Data-driven transformation of a sales process

Module 16: Customer Experience (CX) Strategy & Personalization

- Importance of CX in marketing & sales success
- Creating personalized experiences through AI & automation
- Case study: How brands transformed their CX strategy

Module 17: Managing Client Relationships & Retention

- Client success management frameworks
- Building long-term relationships with customers
- Case study: Successful customer retention strategies

Module 18: Pricing & Revenue Growth Strategies

- Pricing models for products & services
- Psychological pricing tactics
- Case study: How pricing strategies increased profitability

Module 19: Crisis Management & Brand Reputation

- Handling negative publicity & social media crises
- Reputation management strategies
- Case study: Brands that successfully recovered from crises

Module 20: Final Project – Developing a Consulting Plan

- Applying frameworks to a real-world client scenario

- Creating a strategic marketing & sales consulting report
 - Final assessment & certification
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Course Highlights

- ✅ **Real-world Case Studies** from leading brands
- ✅ **Proven Frameworks & Strategies** used by top consultants
- ✅ **Hands-on Assignments & Practical Exercises**
- ✅ **Industry Expert Insights & Best Practices**

Would you like additional refinements, or do you need a breakdown of specific topics? 🚀