

## Professional Sales and Marketing Course

*Madrid (Spain)*

*24 - 28 March 2025*

UK Training

# PARTNER



## Professional Sales and Marketing Course

Code: CC28 From: 24 - 28 March 2025 City: Madrid (Spain) Fees: 4200 Pound

### Introduction

Welcome to the Professional Sales and Marketing Course! The course is designed to equip you with the essential skills and knowledge required to excel in the dynamic world of sales and marketing. Whether you're a seasoned professional looking to refresh your skills or someone new to the field, this course will provide you with valuable insights and practical strategies to succeed in sales and marketing.

### Course Objectives:

#### Day 1

##### Foundations of Sales and Marketing Objective

- Overview of Sales and Marketing
- The Sales and Marketing Funnel
- Customer Segmentation
- Market Research and Analysis

#### Day 2

##### Creating Effective Marketing Strategies Objective

- Marketing Mix 4Ps
- Branding and Positioning
- Content Marketing
- Digital Marketing Trends

#### Day 3

##### Sales Techniques and Strategies Objective

- Sales Process and Stages
- Building Customer Relationships
- Overcoming Objections
- Sales Presentations

#### Day 4

##### Digital Marketing and Social Media Objective

- Search Engine Optimization SEO
- Social Media Marketing
- Email Marketing

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- Analytics and ROI Measurement

## Day 5

### Sales and Marketing Integration Objective

- Sales and Marketing Alignment
- Lead Generation and Nurturing
- Sales and Marketing Automation
- Performance Metrics and Evaluation

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- Human Resources
- Audit & Quality Assurance
- Marketing, Sales, Customer Service
- Secretary & Admin
- Supply Chain & Logistics
- Management & Leadership
- Agile and Refinement

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- Telecom Engineering
- IT & IT Engineering
- Health & Safety
- Law and Contract Management
- Customs & Safety
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- C-Suite Training



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