

## Professional Sales and Marketing Course

*Lisbon (Portugal)*

*30 June - 4 July 2025*

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## Professional Sales and Marketing Course

Code: CC28 From: 30 June - 4 July 2025 City: Lisbon (Portugal) Fees: 4400 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

- Understand key sales and marketing concepts to boost business growth.
- Develop effective sales strategies tailored to target markets.
- Master techniques for building strong customer relationships.
- Enhance skills in market analysis and consumer behavior insights.
- Learn to create impactful marketing campaigns that drive sales.
- Improve negotiation skills for closing deals successfully.
- Utilize digital marketing tools to expand brand visibility.
- Implement CRM systems for better customer retention.
- Measure marketing performance using KPIs and analytics.
- Adapt to changing market trends with innovative solutions.

### Course Outlines

#### 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.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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- Overcoming Objections.
- Sales Presentations.

#### Day 4: Digital Marketing and Social Media Objective

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