

Professional Sales and Marketing Course

Malaga (Spain)

12 - 16 May 2025

UK Training

PARTNER



Professional Sales and Marketing Course

Code: CC28 From: 12 - 16 May 2025 City: Malaga (Spain) 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 queen, a rook, and a pawn) on it. The pieces are gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

UK Training
PARTNER

- 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.

UK Training
PARTNER



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

