

Professional Sales and Marketing Course

Cape Town (South Africa)

9 - 13 September 2024

UK Training

PARTNER



Professional Sales and Marketing Course

Code: CC28 From: 9 - 13 September 2024 City: Cape Town (South Africa) Fees: 3700 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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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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