

## Professional Sales and Marketing Course

*Washington (USA)*

*29 June - 3 July 2025*

UK Training

# PARTNER



## Professional Sales and Marketing Course

Code: CC28 From: 29 June - 3 July 2025 City: Washington (USA) Fees: 5700 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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## Blackbird Training Cities

### Europe

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Oslo (Norway)



Edinburgh (UK)



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Istanbul (Turkey)



Amsterdam (Netherlands)



Düsseldorf (Germany)



Paris (France)



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Munich (Germany)



Geneva (Switzerland)



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

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



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