

Advanced Sales And Marketing Mastery

Duration: 5 Days

Language: en

Course Code: PM1-117

Objective

Upon completion of this course, participants will be able to:

- Develop advanced sales techniques and strategies.
- Understand modern marketing principles and their application.
- Enhance communication and negotiation skills.
- Learn to manage customer relationships effectively.
- Gain insights into digital marketing and data analytics.

Audience

This course is intended for:

- Sales professionals looking to enhance their skills.
- Marketing professionals aiming to understand advanced strategies.
- Business development managers.
- Entrepreneurs and business owners.

Training Methodology

This course uses a variety of adult learning styles to aid full understanding and comprehension. Participants will review case studies to highlight key areas of importance and possible areas for faults. They will be supplied with the best tools required for learning exercises to improve their skills. Participants will analyse the examples to understand how these skills, techniques and methods apply in the workplace.

Summary

This intensive programme is designed to equip participants with advanced skills and knowledge in sales and marketing, ensuring they stand out in a competitive marketplace. The course combines theoretical understanding with practical application, covering key areas essential for sales and marketing success.

Course Content & Outline

Section 1: The Modern Sales Environment

- Understanding contemporary sales trends.
- Key competencies of successful salespeople.

- Assessing sales performance indicators.
- Identifying root causes of sales challenges.

Section 2: Strategic Sales Planning

- Effective time management for salespeople.
- Developing a sales success strategy.
- Setting and achieving sales goals.
- Conducting account and territory analysis.

Section 3: Advanced Sales Techniques

- Effective prospecting and lead generation.
- Structuring and delivering impactful presentations.
- Overcoming objections with ease.
- Closing techniques that secure business.

Section 4: Marketing Essentials

- Exploring different marketing models.
- Understanding the psychology of marketing.
- Digital marketing strategies and tools.
- Utilising data analytics for marketing insights.

Section 5: Managing Customer Relationships

- Building and maintaining customer relationships.
- Advanced negotiation skills.
- Implementing customer care philosophies.
- Responding to diverse buyer behaviours.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training

course, a Holistique Training e-Certificate will be provided.
Holistique Training Certificates are accredited by the British Assessment Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.
CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Media and Marketing, Sales & Marketing

Tags

Marketing Lifecycle, marketing, Sales

Related Articles



Navigating Profitable Sales: 7 Effective Pricing Strategies

Delve into the science of pricing strategies that drive sales success. Learn why effective pricing is pivotal, the perils of neglecting it, and explore strategies such as value-based, competitive, and bundling, backed by real-world examples. Craft your strategy with insights and make informed decisions that resonate with your target audience.