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SM106:

Sales & Marketing Mastery:

Driving Growth in the Modern Business Environment

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Training Description:

This intensive training course provides participants with a comprehensive, practical, and modern understanding of sales and marketing in today's competitive marketplace. The training course integrates traditional sales fundamentals with the latest digital marketing trends, customer experience strategies, and data-driven approaches. Participants will gain the tools and insights to design innovative marketing campaigns, build stronger customer relationships, improve sales performance and leverage technology to achieve sustainable business growth.

The training course emphasizes practical applications through case studies, simulations and hands-on exercises, ensuring that participants can directly apply what they learn in their professional roles. The training course balances **theory + practical exercises + real-world case studies** to ensure participants walk away with actionable strategies and a future-ready mindset.

Training Objectives:

By the end of the training, participants will be able to:

- ✓ Understand the evolving landscape of sales and marketing in the digital age
- ✓ Develop customer-centric strategies that align with business objectives
- ✓ Apply modern sales techniques to improve lead generation, conversion and retention
- ✓ Leverage digital platforms, social media, and analytics for marketing success
- ✓ Integrate data-driven insights into decision-making processes
- ✓ Build and manage high-performance sales and marketing teams
- ✓ Design and execute impactful sales pitches and marketing campaigns

Training Designed for:

This training course is intended for Sales managers, executives, and representatives seeking to enhance their skills, Marketing professionals aiming to modernize their strategies, Entrepreneurs and business owners looking to boost brand visibility and sales, Customer relationship managers and account managers, Professionals transitioning into sales or marketing roles and Anyone who wants to understand the synergy between sales and marketing in driving business growth.

Training Requirement:

"Hand's on practical sessions, equipment and software will be applied during the course if required and as per the client's request."

Contents can be adapted to your specific wishes. It is therefore possible to focus on specific modules of the training course as per client's learning needs and objectives. Further, it should be forwarded to us a month prior to the course dates.

Training Program:

DAY ONE:

- ❖ **The New Era of Sales & Marketing**
  - Evolution of sales and marketing: Traditional vs. digital approaches
  - Understanding customer behavior in the digital-first world
  - Key drivers of modern sales success

- Building customer-centric strategies
- The alignment of sales and marketing: breaking down silos
- Workshop: Mapping the modern customer journey

DAY TWO:

❖ Sales Mastery – From Prospecting to Closing

- Prospecting strategies: Traditional vs. digital prospecting
- Lead generation techniques (online & offline)
- Consultative and solution selling
- Advanced negotiation techniques
- Sales psychology: Building trust and influencing decisions
- Tools for managing pipelines and CRM systems
- Role-play: Handling objections and closing deals effectively

DAY THREE:

❖ Modern Marketing Strategies & Digital Tools

- The shift from outbound to inbound marketing
- Content marketing and storytelling for brand impact
- Social media marketing (LinkedIn, Instagram, TikTok, and beyond)
- Paid ads vs. organic strategies
- SEO and SEM essentials for sales-driven marketing
- Marketing automation and AI-driven tools
- Group exercise: Designing a multi-channel marketing campaign

DAY FOUR:

❖ Data-Driven Marketing & Customer Experience

- Importance of analytics in sales and marketing decisions
- Key performance indicators (KPIs) for sales & marketing
- Customer segmentation and targeting using data
- Personalization at scale: using AI and automation
- Enhancing customer experience (CX) for retention and loyalty
- Case study: Companies that successfully leveraged data for growth
- Practical session: Using analytics dashboards and reports

DAY FIVE:

❖ Integration, Innovation & Action Planning

- Bridging sales and marketing for organizational success
- Building and managing high-performance teams
- Innovation in sales & marketing: AR, VR, and AI trends
- Ethical considerations in digital marketing and sales practices
- Developing your sales and marketing action plan
- Final group project: Pitching an integrated sales & marketing strategy
- Wrap-up, feedback, and certificate distribution

❖ Course Conclusion

❖ POST-ASSESSMENT and EVALUATION

Training Methodology:

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:

- 30% Lectures, Concepts, Role Play
- 70% Workshops & Work Presentations, Techniques, Based on Case Studies & Practical Exercises, Gamification, Software & General Discussions
- Pre and Post Test

Training Certificate(s):

CMCT Internationally recognized certificate(s) will be issued to each participant who completed the course.

Training Fees:

TBA as per the course location - This rate includes participant's manual, hand-outs, buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Note: The 5% VAT (Value Added Tax), will be effective starting 01st of January 2018 as per the new regulation from the UAE Government. The VAT applies for all quotation both for local and abroad.

Training Timings:

Daily Timings:

07:45 - 08:00	Morning Coffee / Tea
08:00 - 10:00	First Session
10:00 - 10:20	Recess (Coffee/Tea/Snacks)
10:20 - 12:20	Second Session
12:20 - 13:00	Recess (Prayer Break & Lunch)
13:00 - 14:00	Last Session

For training registrations or in-house enquiries, please contact:
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