



GULF EURO
For Training
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Sales And Marketing Strategies

Ref.: SM-1101



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Introduction

In today's society, the successful organizations have a unique ability to market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic, and highly informative program that covers ideas, techniques, tips, and practical useful information. The program uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence.

Targeted Audience:

- Marketing Professionals
- Public Relations Practitioners
- Marketing Managers
- Sales Managers
- Brand Managers
- Business Owners

Course Objectives

- Understand the psychology of selling
- Learn practical sales tools and techniques
- Understand marketing and branding
- Learn about the internet marketing
- Learn the success habits of the 'greats' in sales
- Gain knowledge that will help you to meet and exceed targets
- Understand the customer service impact on sales
- Maximize their marketing program
- Avoid marketing mistakes
- Learn about branding
- Explore marketing strategies
- Learn about search engine optimization (SEO)

Day 1: The Sales Cycle and Finding New Clients

- Understanding the sales cycle
- Characteristics of successful salespeople
- Effective networking strategies
- How to work a room
- Creating the right impression
- Developing your elevator speech
- How to get referrals
- Swap meetings
- Clubs and social networking
- Centers of influence
- How to approach and sell to top executives

Day 2: Planning, Qualifying, and The Discovery Process

- Strategic planning and setting objectives
- Qualifying buyers
- Customer-based selling
- Easing tension levels
- Effective questioning techniques
- The power of listening
- Developing a winning attitude

Day 3: The Psychological Factors of Selling

- Dealing with different personalities
- Body language
- Closing and overcoming objections
- Neuro-Linguistic Programming
- Developing the habits of successful salespeople

Day 4: Advanced Sales Skills

- Time and focus management
- Councilor selling
- Attitudes, beliefs and outcomes
- How to present to groups
- Customer services and the effects on sales
- Advanced negotiation skills
- Goal setting
- Walking with tigers – secrets of the worlds best
- Action planning

Day 5: Marketing, Branding, and Internet Technology

- Designing a marketing program
- Understanding the various forms of marketing
- Brochures, print ads, and newsletters
- Working with the media
- Soundbites
- 4D branding
- Website development and design
- Website optimization
- Marketing on the internet

Registration Form
Sales And Marketing Strategies

Complete & Mail Gulf Euro For Training at the address given below

☐ AMSTERDAM ☐ MADRID ☐ ISTANBUL ☐ MUNICH ☐ PARIS ☐ BRUSSELS

Course Language: ☐ English ☐ Arabic

Participant Information

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

Official E-Mail:

Company Information

Company Name:

Address:

City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):

Position:

Telephone / Mobile:

Personal E-Mail:

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Payment Method

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