MERCURY

Formal Sales in the Digital Era Training

21 – 25 December 2026
Madrid (Spain)



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Ref: 15117_1079810 **Date:** 21 – 25 December 2026 **Location:** Madrid (Spain) **Fees:** 5600 Euro

Introduction:

The rapid evolution of technology has transformed the sales landscape, making it imperative for professionals to adapt to the new digital era. The formal sales in the digital era training course is designed to equip participants with the essential skills and knowledge needed to thrive in this dynamic environment.

This comprehensive formal sales in the digital era program covers various topics, including digital sales strategies, leveraging social media platforms, data-driven decision-making, and customer relationship management CRM tools. By integrating traditional sales techniques with modern digital tools, participants can enhance their sales performance and achieve their business objectives more effectively.

Understanding the Formal Sales in the Digital Era Training:

This formal sales in the digital era course is ideal for sales professionals, including sales executives, sales managers, account managers, business development representatives, and marketing professionals, who want to refine their sales techniques and embrace digital tools.

This formal sales in the digital era training is also beneficial for entrepreneurs and small business owners who wish to scale their businesses by leveraging digital sales strategies. Participants should have a basic understanding of sales processes and a keen interest in learning how to apply digital tools and strategies to optimize their sales efforts in today's technology-driven marketplace.

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Targeted Groups:

- **Sales Executives:** Professionals aiming to enhance their sales techniques with digital strategies.
- **Sales Managers:** Leaders seeking to implement digital tools for team performance optimization.
- **Account Managers:** Individuals looking to leverage digital platforms for improved client management.
- **Business Development Representatives:** Professionals focused on expanding market reach through digital channels.
- **Marketing Professionals:** Experts interested in integrating sales and marketing efforts using digital tools.
- **Entrepreneurs:** Business owners aiming to scale operations by adopting digital sales methods.
- **Small Business Owners:** Entrepreneurs seeking to grow their business through digital sales techniques.
- **Customer Service Representatives:** Staff aiming to improve customer engagement and retention via digital strategies.
- **Product Managers:** Professionals focused on aligning product features with digital sales strategies.
- **Consultants:** Advisors who guide businesses in implementing effective digital sales practices.

Course Objectives:

At the end of this course, the participants will be able to:

- Understand the impact of digital transformation on sales processes.
- Develop effective digital sales strategies.
- Leverage social media for lead generation and customer engagement.
- Utilize data analytics for informed sales decisions.
- Implement CRM tools for improved customer relationship management.
- Integrate traditional and digital sales techniques.
- Enhance online communication and presentation skills.
- Adapt to emerging digital sales trends and technologies.
- Optimize the sales funnel using digital tools.
- Increase sales performance through digital marketing integration.

Targeted Competencies:

- Digital Sales Strategy Development.
- Social Media Proficiency.
- Data-Driven Decision Making.
- Customer Relationship Management CRM.
- Online Communication Skills.
- Sales Funnel Optimization.
- Digital Marketing Integration.
- Emerge Technology Adaptation.
- Customer Engagement Techniques.
- Performance Analytics and Reporting.

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How to Increase Sales in Digital Marketing?:

In the digital era, mastering the art of increasing sales through digital marketing is crucial for success in formal sales. This formal sales in the digital era training segment leverages digital platforms to enhance sales performance. Participants will learn how to craft compelling formal sales presentations and proposals tailored for digital channels, ensuring maximum impact and engagement.

By understanding the intricacies of the formal sales process in the digital age, including formal sales methodologies and agreements, individuals will adeptly navigate the digital landscape to drive sales growth. Through comprehensive formal sales training, participants will learn to integrate digital marketing techniques effectively, optimize the formal sales funnel, and close deals efficiently in today's competitive market.

Course Content:

Unit 1: Understanding Formal Sales in the Digital Era:

- Intro to formal sales in the digital age.
- Overview of the formal sales process and methodologies.
- Explain the significance of the digital era in sales.
- Understand the role of digital platforms in modern sales.
- Importance of formal sales training in adapting to the digital landscape.

Unit 2: Crafting Effective Formal Sales Presentations and Proposals:

- Strategies for creating compelling formal sales presentations.
- Tips for tailoring presentations for digital platforms.
- Elements of persuasive formal sales proposals.
- Utilize multimedia and interactive content for digital presentations.
- Case studies and examples of successful formal sales presentations in the digital era.

Unit 3: Maximizing Sales in Digital Marketing:

- Intro to digital marketing and its impact on sales.
- Techniques for increasing sales through digital marketing channels.
- Leverage social media platforms for sales growth.
- Implement email marketing and content marketing strategies.
- Analyze data to optimize digital marketing campaigns for sales conversion.

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Unit 4: Navigating Formal Sale Processes and Agreements in the Digital Era:

- Understand formal sale and purchase agreements.
- Steps involved in the formal sale process in the digital age.
- Ensure compliance and legality in digital sales transactions.
- Negotiate strategies for digital sales agreements.
- Address common challenges and pitfalls in digital formal sales processes.

Unit 5: Integrating Digital Sales Strategies in Formal Sales Training:

- Incorporate digital sales methodologies into a formal sales training program.
- Role of technology in enhancing formal sales training.
- Practical exercises and simulations for digital sales skill development.
- Continuous learning and adaptation to evolving digital sales trends.
- Measure and evaluate the effectiveness of digital sales training initiatives.

Unit 6: Utilizing CRM Tools and Data Analytics:

- Importance of CRM in the formal sales process.
- Select and implement the right CRM tools.
- Using data analytics to drive sales decisions.
- Personalize customer interactions based on data insights.

Conclusion:

This formal sales in the digital era training empowers participants to excel in modern sales, master formal sales presentations and proposals for digital platforms, leverage digital marketing, and navigate formal sales processes.

Thus, individuals gain the skills needed to thrive in the digital age. This formal sales in the digital era training ensures they're well-equipped to succeed in today's competitive marketplace.