MERCURY

Sales & Marketing Strategies Training

21 – 25 December 2026
Vienna (Austria)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15201_1081254 **Date:** 21 – 25 December 2026 **Location:** Vienna (Austria) **Fees:** 5900 Euro

Introduction:

In today's society, successful organizations have a unique ability to market and sell their products and services. The sales and marketing strategies training is a fast-paced, dynamic, and highly informative program that covers ideas, techniques, tips, and practical useful information.

Participants in this sales and marketing strategies program will leverage case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence.

Exploring the Importance of Sales and Marketing Strategy:

Understanding sales and marketing strategy is crucial for any business to achieve its targets. An integrated sales and marketing strategy can propel a business plan far beyond its original scope. A meticulously crafted business plan and sales and marketing strategy can be the cornerstone of a company's success.

This course will guide participants through creating a sales and marketing strategy, underlining the importance of sales and marketing strategy, and equipping them with effective sales and marketing strategies to outperform competitors.

Targeted Groups:

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

Course Objectives:

At the end of this sales and marketing strategies course, the participants will be able to:

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- Understand the psychology of selling.
- Learn practical sales tools and techniques.
- Understand marketing and branding.
- Learn about 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.

Targeted Competencies:

Upon the end of this sales and marketing strategies training, the participant's competencies will be able to:

- Marketing planning.
- Marketing audits.
- Marketing communications.
- Marketing research.
- Evaluating the customer needs, gathering intelligence, and understanding the business context.
- Leveraging the sales process, executing plans, and maximizing personal time.

Course Content:

Unit 1: The Sales Cycle and Finding New Clients:

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

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Unit 2: Planning, Qualifying, and The Discovery Process:

- Strategic planning and setting objectives.
- Qualify buyers.
- Customer-based selling.
- Dress for success.
- Easing tension levels.
- Effective questioning techniques.
- The power of listening.
- Develop a winning attitude.

Unit 3: The Psychological Factors of Selling:

- Deal with different personalities.
- Body language.
- Close and overcome objections.
- Neuro-Linguistic Programming.
- Develop the habits of successful salespeople.

Unit 4: Advanced Sales Skills:

- Time and focus management.
- Counselor selling.
- Attitudes, beliefs, and outcomes.
- How do we present to groups?
- Customer services and the effects on sales.
- Advanced negotiation skills.
- Goal setting.
- Walk with tigers - secrets of the world best.
- Action planning.

Unit 5: Marketing, Branding, and Internet Technology:

- Design a marketing program.
- Understand the various forms of marketing.
- Brochures, print ads, and newsletters.
- Work with the media.
- Soundbites.
- 4D branding.
- Website development and design.
- Website optimization.
- Marketing on the Internet.