



Sales & Marketing Management Strategies Course

9 – 13 November 2026
Lisbon (Portugal)



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Introduction:

In today's marketplace, successful organizations distinguish themselves through adept marketing and sales strategies. The Sales & Marketing Management Strategies Course is an intensive and comprehensive program that explores a wide range of ideas, techniques, tips, and best practices. This sales marketing course emphasizes real-world application, featuring case studies, interactive exercises, video clips, and examples from leading sales excellence benchmarks.

Continuously enhancing professional knowledge is crucial in the field of sales and marketing management. This sales and marketing workshop component of the course offers participants the opportunity to attend the sales and marketing seminar near them, providing an environment for hands-on practice, professional feedback, and networking with peers. This workshop will help in cementing the knowledge needed to become a certified sales and marketing professional.

International Sales and Marketing:

The course also covers international sales and marketing dynamics, preparing participants to succeed in a global marketplace. This segment is designed to help attendees harness international opportunities and understand the complexities of cross-border marketing efforts.

Upon successful completion of this sales and marketing management course, participants will receive a marketing and sales certificate, recognizing the expertise and skills acquired through extensive training. This certificate in sales and marketing is a testament to the professional's commitment to excellence in their field.

Participants engaged in this sales and marketing management program will leave with a wealth of knowledge. They will be empowered to blend theoretical concepts with actionable strategies to drive sales and marketing success within their organizations.

Targeted Groups:

- Marketing professionals.
- Public relations practitioners.
- Marketing managers.
- Sales managers.
- Brand managers.
- Business owners.

Course Objectives:

Upon completion of this sales and marketing management course, participants will be able to:

- Understand the psychology of selling.
- Utilize practical sales tools and techniques.
- Comprehend marketing and branding principles.
- Discover the facets of Internet marketing.
- Emulate the success habits of outstanding sales professionals.
- Acquire knowledge to exceed sales targets.
- Recognize the impact of customer service on sales outcomes.
- Optimize their marketing programs.
- Sidestep common marketing mistakes.
- Delve into effective branding techniques.
- Explore diverse marketing strategies.
- Understand the essentials of search engine optimization SEO.

Targeted Competencies:

At the end of this certified sales and marketing professional course, the participants will be able to evolve the following abilities:

- Crafting marketing plans.
- Conducting marketing audits.
- Executing marketing communications.
- Undertaking marketing research.
- Evaluating customer needs, gathering market intelligence, and understanding the business context.
- Leveraging the sales process, implementing strategies, and maximizing personal productivity.

Course Content:

Unit 1: The Sales Cycle and Finding New Clients:

- Understanding the sales cycle.
- Traits of successful salespeople.
- Effective networking strategies.
- Techniques for working in a room.
- Creating the right first impression.
- Crafting impactful elevator speeches.
- Generating referrals.
- Utilizing swap meetings.
- Engaging in clubs and social networking.
- Leveraging centers of influence.
- Approaches for selling to top executives.

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

- Strategic planning and setting sales objectives.
- Qualifying potential buyers.
- Customer-focused selling approaches.
- Dressing for success in sales.
- Reducing tension in sales interactions.
- Employing effective questioning techniques.
- The importance of attentive listening.
- Cultivating a winning sales attitude.

Unit 3: The Psychological Factors of Selling:

- Addressing various personality types.
- Interpretation of body language.
- Techniques for closing and overcoming objections.
- Application of neuro-linguistic programming in sales.
- Developing habits of high-achieving salespeople.

Unit 4: Advanced Sales Skills:

- Effective time and focus management.
- Counselor selling methodology.
- Aligning attitudes, beliefs, and outcomes for sales success.
- Presentation skills for group settings.
- Understanding customer service influence on sales.
- Advanced negotiation tactics.
- Setting and achieving sales goals.
- Insights from the world's best sales experts.
- Creating actionable sales plans.

Unit 5: Marketing, Branding, and Internet Technology:

- Designing impactful marketing programs.
- Comprehending various marketing approaches.
- Creating materials like brochures, print ads, and newsletters.
- Collaborating effectively with media outlets.
- Developing sound bites for brand messaging.
- Understanding 4D branding concepts.
- Website development and design.
- Website optimization SEO.
- Strategies for Internet marketing.