



Sales Formalization in the Digital Era

16 - 20 Jun 2024
Sharm El-Sheikh (Egypt)



Sales Formalization in the Digital Era

Ref.: 15117_270765 **Date:** 16 - 20 Jun 2024 **Location:** Sharm El-Sheikh (Egypt) **Fees:** 3500 Euro

Introduction:

This course had been built by long experience dealing, training, coaching, and mentoring sales managers and sales teams in Europe, Middle East, and North Africa. This program is unique since it is the first to focuses on preparing the sales team toward the new digital era throughout a deep interactive workshop to discuss the following topics:

1. Introduction to the newest communication channels for sales.
2. Tools and techniques on how to deal with your clients virtually.
3. Awareness session on the available social media interfaces, pros & cons for each.
4. Virtual Sales Team Management: building virtual sales teams, motivate virtual teams, and building the matrix target for your virtual team.
5. 7 Tips to Help You Crush Your Next Virtual Sales Meeting Mini workshop on the possibilities of closing the sales completely virtually.

Course duration:

20 training hours / 5 Days

Workshop Schedule Matrix WSM

Day	Session	Topic	Details	KSA
1	01	Icebreaking	An Ice breaking game related to virtual Communication	A Attitude
	02	Digital Era	Business changes after Covid 19, especially new digital approaches	K Knowledge
	03	ICT Vs. Sales	Introduction to tools and techniques that can be used by sales	S Skills
	04	Create your own channels	Brainstorming session to decide which channel could be used within our business	A
2	05	Awareness of Social Media Marketing and Sales new approaches	The jap, jap, jap right hook concept	K
	06	Sales through social media	Sales enhancements and sales increment using different social media channels	S
	07	What is applicable for your region	As country groups exercise to define the applicable list of social media portals	S
	08	Behavioral changes in the virtual life	How to enhance our virtual presence	A

Day	Session	Topic	Details	KSA
3	09	Introduction to the virtual team concept	International practices and standards related to virtual Team	K
	10	Virtual team tools	How to build and manage your virtual team	S
	11	Infrastructure requirement for virtual team	List of tools, applications, and available techniques to manage your sales targets virtually	S
	12	Sales Digital Transformation	Study cases about the digital transformation of sales worldwide	A
4	13	Competitors practices analyses	What does our competitors use as digital tools to communicate with the clients	S & A
	14	Market Analysis	What available virtual tools that are used in the market and had not been used in our industry Think out of the box approach	K & A
	15	SWOT Exercise	Related to the digital tools that we had comparing with the market status	S & A
	16	Gap Analysis	Defining our gap, and then what could be applied to fill the gap	A
5	17	Mini Workshop	possibilities of closing the sales completely virtually	S & A
	18			
	19			
	20	Results and Feedback	Final Report and findings + Evaluation	A



**Registration form on the :
Sales Formalization in the Digital Era**

code: 15117 **From:** 16 - 20 Jun 2024 **Venue:** Sharm El-Sheikh (Egypt) **Fees:** 3500 **Euro**

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