



Sales Formalization in the Digital Era

Ref.: 15117_274383 Date: 26 - 30 Jan 2025 Location: Istanbul (Turkey) Fees: 4200 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:

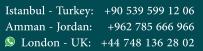
- 1. Introduction to the newest communication channels for sales.
- 2. Tools and techniques on how to deal with your clients virtually.
- 3. Awareness session on the available social media interfaces, pros & cons for each.
- 4. Virtual Sales Team Management: building virtual sales teams, motivate virtual 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 | Sessio n | 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 | А |
| 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 | А |





| Day | Sessio | 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 | А |
| 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 | А |
| 5 | 17 | Mini Workshop | possibilities of closing the sales completely virtually | S & A |
| | 18 | | completely virtually | |
| | 19 | | | |
| | 20 | Results and Feedback | Final Report and findings + Evaluation | А |





Registration form on the : Sales Formalization in the Digital Era

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Complete & Mail or fax to Mercury Training Center at the address given below

| Delegate Information |
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| Personal E-Mail: |
| Official E-Mail: |
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| Company Name: |
| Address: |
| City / Country: |
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