

Mastering Marketing, Customer Service & Sales Excellence

Marketing, Sales, Customer Service
Berlin (Germany)
08 - 19 Sep 2025

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A close-up photograph of chess pieces on a checkered board. In the foreground, a large, ornate gold king piece stands prominently. To its left, a smaller silver pawn is visible. Further back, another silver pawn is positioned. The background features concentric circles, suggesting a target or focus. The overall image conveys a sense of strategy and competition.

Mastering Marketing, Customer Service & Sales Excellence

Ref: 3087_128106 **Date:** 08 - 19 Sep 2025 **Location:** Berlin (Germany) **Fees:** 7100 **Euro**

Course Description

This comprehensive 10-day course covers best practices in marketing, customer service, and sales. Participants will gain in-depth knowledge and practical skills to excel in these critical business areas. The program combines theoretical concepts with real-world applications, ensuring participants can immediately implement their learnings in their professional roles.

Learning Objectives

- Develop and implement effective marketing strategies
- Enhance customer service skills to improve satisfaction and loyalty
- Master advanced sales techniques to increase conversion rates
- Integrate marketing, customer service, and sales for optimal business performance
- Analyze market trends and consumer behavior to inform decision-making
- Utilize digital tools and technologies to streamline processes and improve outcomes

Course Modules

Day 1: Introduction to Marketing Excellence

- Understanding the marketing landscape
- Core marketing principles and strategies
- Market segmentation and targeting
- Developing a unique value proposition

Day 2: Advanced Marketing Techniques

- Digital marketing strategies
- Content marketing and storytelling
- Social media marketing
- Marketing analytics and metrics

Day 3: Customer Service Fundamentals

- Defining exceptional customer service
- Understanding customer needs and expectations
- Effective communication skills
- Handling difficult customers

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Day 4: Customer Experience Management

- Creating a customer-centric culture
- Mapping the customer journey
- Implementing feedback systems
- Measuring and improving customer satisfaction

Day 5: Sales Foundations

- Understanding the sales process
- Prospecting and lead generation
- Effective questioning techniques
- Building rapport and trust

Day 6: Advanced Sales Strategies

- Consultative selling approach
- Overcoming objections
- Negotiation skills
- Closing techniques

Day 7: Integrating Marketing, Customer Service, and Sales

- Aligning departmental goals and strategies
- Cross-functional collaboration
- Customer relationship management CRM systems
- Data sharing and analysis

Day 8: Digital Tools and Technologies

- Marketing automation platforms
- Customer service software solutions
- Sales enablement tools
- AI and machine learning applications

Day 9: Market Analysis and Consumer Behavior

- Conducting market research
- Analyzing consumer trends
- Behavioral economics in marketing and sales
- Predictive analytics for decision-making

Day 10: Strategy Development and Implementation

- Creating integrated marketing, customer service, and sales plans
- Setting KPIs and performance metrics
- Change management and team alignment

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. In the background, there are concentric circles emanating from a point on the board.

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- Continuous improvement strategies

Practical Wins for Participants

- Develop a comprehensive marketing plan tailored to your business
- Create a customer service improvement strategy to boost satisfaction scores
- Design a sales process optimization plan to increase conversion rates
- Formulate an integrated strategy aligning marketing, customer service, and sales efforts

A graphic of a chessboard with several chess pieces. A large gold king piece is prominent in the foreground, with a silver pawn and a silver knight behind it. The board has a checkered pattern, and there are concentric circles in the background.

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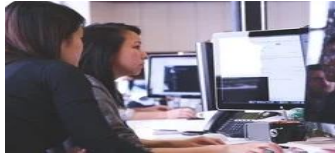
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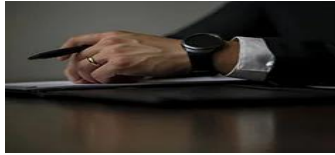
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