

Mastering Marketing, Customer Service & Sales Excellence

Marketing, Sales, Customer Service
Barcelona (Spain)
15 - 26 Sep 2025

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The background of the entire page features a grayscale checkered chessboard. In the foreground, several chess pieces are visible: a silver pawn on the left, a silver pawn in the center, and a large gold king piece on the right. In the background, there are concentric circles emanating from the center, creating a ripple effect. The word 'PARTNER' is written in large, bold, black capital letters across the middle of the image, partially overlapping the chess pieces and the concentric circles.

Mastering Marketing, Customer Service & Sales Excellence

Ref: 3087_131710 **Date:** 15 - 26 Sep 2025 **Location:** Barcelona (Spain) **Fees:** 7400 **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

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

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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 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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