Mastering Marketing, Customer Service & Sales Excellence

17 – 28 May 2027
Lisbon (Portugal)



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Why This Course

In today's highly competitive business landscape, organizations must excel not only in marketing but also in customer service and sales to achieve sustainable growth. Customers expect seamless experiences, personalized engagement, and consistent value across every touchpoint. Businesses that successfully integrate marketing, customer service, and sales functions gain a significant advantage—strengthening brand reputation, boosting customer loyalty, and driving revenue performance.

The Marketing, Customer Service & Sales Excellence - Intensive 2-Week Programme is designed for professionals aiming to elevate their capabilities across these three essential business pillars. Through practical exercises, industry case studies, and hands-on strategy development, participants will learn how to build winning marketing strategies, deliver exceptional customer experiences, and master advanced sales techniques. This programme bridges theory with real-world application—empowering participants to drive measurable improvements in customer satisfaction, retention, and business growth.

What You'll Learn and Practice

By the end of this course, participants will be able to:

- Develop and implement high-impact marketing strategies.
- Enhance customer service and experience to drive satisfaction and loyalty.
- Master advanced sales methods that increase conversions and revenue.
- Integrate marketing, customer service, and sales for optimal performance.
- Analyze market trends and consumer behavior to guide decision-making.
- Use digital tools and technologies to improve processes and outcomes.

The Programme Flow

Day 1: Introduction to Marketing Excellence

- Understanding today's marketing landscape and business environment
- Exploring core marketing principles and strategic frameworks
- Segmenting markets and identifying target audiences
- Creating compelling and differentiated value propositions



Day 2: Advanced Marketing Techniques

- Building effective digital marketing strategies
- Content marketing and storytelling for brand engagement
- Leveraging social media platforms for growth
- Using marketing analytics and metrics to measure impact

Day 3: Customer Service Fundamentals

- Defining the standards of exceptional customer service
- Understanding customer needs, expectations, and behaviors
- Practicing effective communication and empathy skills
- Managing difficult customer interactions professionally

Day 4: Customer Experience Management

- Creating and sustaining a customer-centric organizational culture
- Mapping and analyzing the customer journey
- Implementing feedback mechanisms and service recovery systems
- Measuring and improving overall customer satisfaction

Day 5: Sales Foundations

- Understanding the complete sales process
- Prospecting and generating high-quality leads
- Using effective questioning techniques
- Building rapport, trust, and long-term customer relationships

Day 6: Advanced Sales Strategies

- Applying the consultative selling approach
- Handling objections with confidence and clarity
- Mastering negotiation strategies for win-win outcomes
- Implementing effective closing techniques

Day 7: Integrating Marketing, Customer Service & Sales

- Aligning departmental goals, strategies, and messaging
- Enhancing cross-functional collaboration and communication
- Leveraging Customer Relationship Management CRM systems
- Sharing and analyzing data to improve performance



Day 8: Digital Tools and Technologies

- Using marketing automation platforms for efficiency
- Applying customer service software to enhance support
- Utilizing sales enablement tools to strengthen performance
- Exploring AI and machine learning applications across functions

Day 9: Market Analysis and Consumer Behavior

- Conducting comprehensive market research
- Analyzing emerging consumer trends
- Understanding behavioral economics in buying decisions
- Applying predictive analytics for strategic insights

Day 10: Strategy Development and Implementation

- Creating integrated marketing, customer service, and sales plans
- Setting KPIs and designing performance measurement systems
- Leading change and aligning teams around shared objectives
- Developing continuous improvement strategies for long-term success

Individual Impact

Participants will return with the ability to:

- Build a comprehensive and effective marketing plan.
- Develop customer service improvement strategies that enhance satisfaction.
- Optimize the sales process to maximize conversions.
- Align marketing, sales, and service efforts for unified business performance.

Organizational Impact

Organizations benefit through:

- Stronger market positioning and brand competitiveness.
- Higher customer satisfaction, loyalty, and retention.
- Increased sales performance and revenue growth.
- Improved collaboration across marketing, customer service, and sales functions.

Training Methodology

This programme blends theory with application through:



- Real-world business case studies
- Practical workshops and hands-on exercises
- Strategy-building sessions for marketing, sales, and service
- Facilitator-led discussions and peer learning activities

Beyond the Course

Upon completion, participants will be equipped with the knowledge, tools, and confidence to elevate their organization’s marketing, customer service, and sales performance. They will return ready to implement integrated strategies that drive growth, enhance customer experiences, and deliver sustainable business success.

