

Mastering Marketing, Customer Service & Sales Excellence

Marketing, Sales, Customer Service
London (UK)
15 - 26 Sep 2025

UK Traininig

PARTNER

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_133351 **Date:** 15 - 26 Sep 2025 **Location:** London (UK) **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 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.

UK Training
PARTNER

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 (king, queen, rook, knight, and pawns) in gold and silver. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- 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. In the background, there are concentric circles emanating from a point on the board.

UK Training
PARTNER

Blackbird training cities



Amman (Jordan)



Amsterdam (Netherlands)

Accra (Ghana)

Annecy (France)

Baku (Azerbaijan)

Bali (Indonesia)

Bangkok (Thailand)

Bangkok (Thailand)

Barcelona (Spain)

Batumi (Georgia)

Beijing (China)

Beirut (Lebanon)

Berlin (Germany)

Birmingham (UK)

Bordeaux (France)

Boston, Massachusetts (USA)

Brussels (Belgium)

Cairo (Egypt)

Cape Town (South Africa)

Casablanca (Morocco)

Cascais (Portugal)

Copenhagen (Denmark)

Doha (Qatar)

Dubai (UAE)

Düsseldorf (Germany)

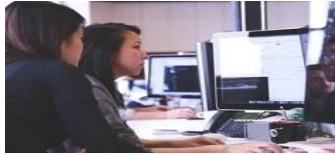
UK Training
PARTNER



Blackbird Training Category



Human Resource



Audit & Quality Assurance



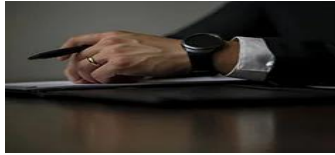
Finance, Accounting, Budgeting



Marketing, Sales, Customer Service



Secretary & Admin



Law and Contract Management



Project Management



IT & IT Engineering



Supply Chain & Logistics



Management & Leadership



Professional Skills



Oil & Gas Engineering



Health & Safety



Telecom Engineering



Hospital Management



Customs & Safety



Aviation



C-Suite Training



Agile and Refinement



Blackbird training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



LONDON TRAINING PROVIDER



www.blackbird-training.com



training@blackbird-training.com



+44 7480 775526 / +44 7401 177335