

Professional Sales and Marketing: Mastering Core Skills

Marketing, Sales, Customer Service
Toronto (Canada)
25 - 29 Aug 2025

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Professional Sales and Marketing: Mastering Core Skills

Ref: 321835_148109 **Date:** 25 - 29 Aug 2025 **Location:** Toronto (Canada) **Fees:** 4700 **Euro**

Course Description

This comprehensive 5-day course equips professionals with essential skills in sales and marketing. Participants will learn proven techniques for prospecting, pitching, closing deals, and developing effective marketing strategies. Through hands-on exercises and real-world scenarios, attendees will gain practical experience to excel in today's competitive business landscape.

Learning Objectives

- Master the sales process from prospecting to closing
- Develop effective marketing strategies and campaigns
- Enhance communication and negotiation skills
- Learn to leverage digital tools for sales and marketing
- Understand customer behavior and market trends

Course Modules

Day 1: Foundations of Professional Sales

- Understanding the modern sales landscape
- Building a sales mindset
- Prospecting techniques and lead generation
- Effective communication in sales

Day 2: Advanced Selling Techniques

- Needs analysis and solution selling
- Overcoming objections
- Negotiation strategies
- Closing techniques

Day 3: Marketing Fundamentals

- Marketing principles and strategies
- Market research and analysis
- Branding and positioning
- Creating compelling marketing messages

Day 4: Digital Marketing and Sales Tools

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- Social media marketing
- Email marketing campaigns
- CRM systems and sales automation
- Analytics and performance tracking

Day 5: Integration and Application

- Aligning sales and marketing efforts
- Customer relationship management
- Developing a personal action plan
- Role-playing and real-world scenarios

Practical Wins for Participants

- Create a personalized sales pitch and closing strategy
- Develop a targeted marketing campaign
- Build a practical lead generation system
- Craft a 30-day sales and marketing action plan

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