Professional Sales and Marketing: Mastering Core Skills

26 – 30 April 2027
Accra (Ghana)



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Why This Course

In today's competitive business environment, mastering both sales and marketing is essential for driving revenue and building lasting customer relationships. This intensive 1-week course equips professionals with practical skills and proven strategies to excel across the entire sales process, from prospecting to closing, while integrating effective marketing techniques to enhance impact and results.

What You'll Learn and Practice

By participating in this program, you will:

- Master the end-to-end sales process, from lead generation to deal closure.
- Develop marketing strategies that effectively target your audience and drive results.
- Enhance communication, negotiation, and persuasion skills for real-world business scenarios.
- Leverage digital tools, including CRM systems and analytics, to optimize sales and marketing performance.
- Understand customer behavior and market trends to inform strategic decisions.

The Program Flow

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

- 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

Individual Impact

- Gain confidence in executing the entire sales process from prospecting to closing.
- Improve marketing skills to attract and engage target audiences effectively.
- Enhance negotiation, communication, and persuasion abilities.
- Build proficiency in using digital tools to increase sales efficiency and track performance.

Work Impact

- Implement a practical, integrated sales and marketing approach within your organization.
- Increase lead generation, conversion rates, and overall revenue performance.
- Strengthen customer relationships and improve client retention.
- Deliver measurable results through strategic, data-informed decision-making.

Training Methodology

This program combines hands-on practice with interactive learning:

- Real-world sales and marketing case studies.
- Role-playing exercises and simulations to practice selling and pitching.
- Collaborative workshops to design marketing campaigns and lead generation systems.
- Practical templates and toolkits for immediate application in professional settings.



Beyond the Course

After completing the program, participants will be equipped to:

- Develop and execute effective sales and marketing strategies.
- Craft personalized pitches and campaigns tailored to target audiences.
- Build a practical lead generation and client engagement system.
- Implement a 30-day action plan to accelerate sales performance and business growth.

