

## **Sales and Marketing Management Course Outline**

**Sales and Marketing Management** course is offered for business minded students who have decided to specialize in advertising and marketing. Sales and Marketing Management course cover advanced topics in business communication while preparing students to lead teams of creative professionals. Areas of study include a review of basic marketing principles, crafting a brand image, consumer decision-making, and modern marketing channels.

**Classroom training based on practical application on assignments/project after every session.**

### **COURSE CONTENT:**

#### **1. SALES MANAGEMENT FUNDAMENTALS**

- Introduction to Sales
- Identifying Potential Customers
- Effective Sales Process
- Creating a Sales Structure & Managing Sales Team

#### **2. SALES PROSPECTING**

- Sales Prospecting

#### **3. THE SCIENCE OF SALES**

- The Science of Trust
- The Secrets of the Buying Behaviours

#### **4. SALES SKILLS FUNDAMENTALS**

- Range of Sales Transactions
- Communication Skills for Sales.
- The Sales Cycle
- Analysing Your Sales Performance and Progress.

#### **5. SALES FOR SMALL BUSINESS**

- Introduction to Sales Secrets
- Sales Systems
- Sales Scripts
- Measuring your Sales Performance

## 6. KEY ACCOUNT SELLING

- Introduction to Key Account Selling
- Sales Planning
- Sales Call Techniques

## 7. THE SALES CYCLE AND PROCESS

- The Sales Cycle\_1
- Sales Process
- Sales Communication
- Sales Plan and Skills

**Above is our standard course outline, please suggest if you would like to include also few topics during the training to make sure it covers all your requirements and make this course a customized course.**



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