Training Course:
Computer Skills For Sales Professional

12 - 16 August 2024
London (UK)
Landmark Office Space - Oxford Street

Training Course:
Computer Skills For Sales Professional

Training Course code: SM234975 From: 12 - 16 August 2024 Venue: London (UK) - Landmark Office Space
- Oxford Street Training Course Fees: 5250 Euro

Introduction

Sales professionals today must be adept in using technology to analyze sales data, manage customer relationships, and reach potential customers online. This training program provides Sales professionals with advanced computer skills that are essential for success in today's sales environment.

Objectives

The training program aims to equip Sales professionals with the following skills:

- Advanced Excel skills for data analysis and reporting
- Data visualization and presentation skills to effectively communicate sales data
- Proficiency in Customer Relationship Management CRM systems to manage customer data and automate sales processes
- Understanding of social media and online marketing techniques for reaching potential customers
- Knowledge of cybersecurity and data privacy best practices to protect customer data and mitigate cyber threats

Competencies

Upon completion of the training program, Sales professionals will be able to demonstrate the following competencies:

- Ability to analyze sales data using advanced Excel functions and formulas
- Proficiency in data visualization and presentation tools for communicating sales data to stakeholders
- Ability to manage customer data using a CRM system and automate sales processes
- Understanding of social media and online marketing techniques for reaching potential customers
- Knowledge of cybersecurity and data privacy best practices to protect customer data and mitigate cyber threats

Target Audience

The training program is designed for Sales professionals who want to advance their computer skills.

The program is suitable for Sales professionals of all levels, including sales managers, sales executives, and sales representatives.

Methodologies

The training program will be delivered through a combination of lectures, practical exercises, and case studies.

Participants will have access to training materials, including manuals, guides, and videos, to reinforce their learning.

Participants will be expected to actively engage in the training program and complete practical exercises to apply their knowledge.

Training Outlines

Advanced Excel Skills

- Introduction to Excel: Basic functions and formulas
- Advanced functions and formulas: VLOOKUP, PivotTables, Macros, etc.
- Advanced data analysis techniques: data validation, conditional formatting, etc.
- Introduction to Excel add-ins and templates
- Practical exercises: building a sales dashboard, analyzing sales data, etc.

Data Visualization and Presentations

- Introduction to data visualization tools: Tableau, Power BI, etc.
- Creating impactful charts and graphs for sales data
- Design principles for effective presentations
- Tools and techniques for delivering engaging presentations
- Practical exercises: creating a sales presentation, visualizing sales data, etc.

Customer Relationship Management CRM Systems

- Introduction to CRM systems and their importance in sales
- Navigation and customization of popular CRM platforms: Salesforce, Hubspot, etc.
- Best practices for maintaining and utilizing customer data
- Automation of sales processes and workflows
- Practical exercises: setting up a CRM system, managing customer data, etc.

Social Media and Online Marketing

- Introduction to social media platforms and their relevance to sales
- Techniques for utilizing social media to reach potential customers
- Principles of online marketing and advertising
- Analytics tools for measuring the effectiveness of online marketing efforts
- Practical exercises: creating a social media marketing plan, analyzing social media metrics, etc.

Cybersecurity and Data Privacy

- Overview of common cybersecurity threats and data breaches
- Best practices for securing data and protecting against cyber threats
- Compliance with data privacy regulations e.g. GDPR, CCPA
- Practical exercises: implementing cybersecurity best practices, assessing and addressing data privacy risks, etc.

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

Delegate Information

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Company Information

Company Name: ....
Address: ....
City / Country: ....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): ....
Position: ....
Telephone / Mobile: ....
Personal E-Mail: ....
Official E-Mail: ....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

| Telephone: +201095004484 to provisionally reserve your place. | Fax your completed registration form to: +20233379764 | E-mail to us : info@gh4t.com or training@gh4t.com | Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt. |