



*Training Course:
Sales & Marketing Strategies*

*30 June - 4 July 2025
Cape Town (South Africa)
DoubleTree by Hilton Cape Town - Upper Eastside*

Training Course: Sales & Marketing Strategies

Training Course code: SM8129 From: 30 June - 4 July 2025 Venue: Cape Town (South Africa) - DoubleTree by Hilton Cape Town - Upper Eastside Training Course Fees: 5950 € Euro

Introduction

In today's society, the successful organisations have a unique ability to market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic and highly informative programme that covers ideas, techniques, tips and practical useful information. The programme uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence. In the programme you will learn how to:

- Understand the psychology of selling
- Practical sales tools and techniques
- Marketing and branding
- Internet marketing
- Success habits of the "greats" in sales
- The knowledge that will help you to meet and exceed targets

Course Objectives of Sales & Marketing Strategies

- The sales cycle
- Characteristics of successful salespeople
- How and where to find new clients
- How, where and when to network
- Planning and setting targets
- How to use the phone effectively to set up appointments
- Phoning scripts that work
- Dressing for success
- Developing rapport and easing tension levels
- Powerful questioning and listening skills
- How to close sales and overcome objections
- Customer service and the impact on sales
- How to deal with different personality types
- neuro linguistic programming and the impact on sales
- Overcoming fears and limiting beliefs
- Understanding body language
- Time and focus management
- Communication and negotiation skills
- The power of goal setting
- How to develop a winning attitude
- Habits of highly successful people
- Maximizing your marketing program
- Brochures, print ads, radio, and TV
- Marketing mistakes to avoid
- Working with the media
- Branding
- Internet marketing strategies

- Search engine optimization

Course Outlines of Sales & Marketing Strategies

Day 1: The sales cycle and finding new clients

- understanding the sales cycle
- characteristics of successful salespeople
- effective networking strategies
- how to work a room
- creating the right impression
- developing your elevator speech
- how to get referrals
- swap meetings
- clubs and social networking
- centers of influence
- how to approach and sell to top executives

Day 2: Planning, qualifying and the discovery process

- strategic planning and setting objectives
- qualifying buyers
- customer based selling
- dressing for success
- easing tension levels
- effective questioning techniques
- the power of listening
- developing a winning attitude

Day 3: The psychological factors of selling

- dealing with different personalities
- body language
- closing and overcoming objections
- NeuroLinguisticProgramming
- developing the habits of successful salespeople

Day 4: Advanced sales skills

- time and focus management
- councilor selling
- attitudes, beliefs, and outcomes
- how to present to groups
- customer services and the effects on sales
- advanced negotiation skills
- goal setting
- walking with tigers - secrets of the worlds best
- action planning

Day 5: Marketing, branding and internet technology

- designing a marketing program

- understanding the various forms of marketing
- brochures, print ads and newsletters
- working with the media
- soundbites
- 4d branding
- website development and design
- website optimization
- marketing on the internet

Registration form on the Training Course: Sales & Marketing Strategies

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