



*Training Course:
Finance, Procurement, Sales, and Marketing*

*2 - 6 February 2025
Cairo (Egypt)
Holiday Inn & Suites Cairo Maadi, an IHG Hotel*

Training Course: Finance, Procurement, Sales, and Marketing

Training Course code: SC234922 From: 2 - 6 February 2025 Venue: Cairo (Egypt) - Holiday Inn & Suites Cairo Maadi, an IHG Hotel Training Course Fees: 3875 € Euro

Introduction

This Finance, Procurement, Sales, and Marketing customized training program by Global Horizon will shed the light on the core concepts, strategies, and plans in different categories.

You will understand the core knowledge of financial structures in the organization from cash flows to financial reporting. Also, you will formulate core competencies in procurement, and develop a procurement plan. Moreover, you will learn marketing and sales strategies.

Training Objectives

After completing this training program, participants will learn:

- The concept of finance in organizations and its structures.
- Understand cash flows, financial statements, and risk.
- Know the concept of the time value of money and the valuation process.
- Understand financial reporting and how it affects the decision-making in organizations.
- Comprehend the procurement concepts and their process.
- What are the risks that you might face in the procurement process?
- Developing the procurement plan, and understanding your suppliers.
- Understand the bid process, and evaluate the best offers.
- Learn the marketing process and marketing strategies.
- Understand your customer, and your market based on market research and your targeted environment.
- Comprehend the selling process, and the sales funnel.
- Learn how to understand your customer's needs and qualify the leads.
- Understand the sales strategy and plan and how it related to the marketing strategies.

Target Audience

This customized training course is intended for anyone who is interested in developing their skills and

understanding in finance, procurement sales, and marketing.

Course Outlines

Module 1 Introduction to Finance

- Concept and Structure of Business/Company/Organization
- Cash Flows
- Financial statements
- Risk
- Time Value of Money
- Valuation
- Inflation, Interest Rates, and Currency
- Financial reporting supporting company decision-making

Module 2 Procurement

- Understand procurement
- Overview of how the procurement process can deliver value for money
- Risks and opportunities in the procurement process
- What do we need?
- Writing the specification
- Understanding suppliers and the market
- Developing a procurement plan
- Conduct a procurement
- Manage a contract
- Understand value for money
- Apply probity in procurement
- Plan, conduct, and manage low-value and low-risk procurement
- Managing the bid process
- Evaluating offers and selecting the best offer

- Making sure that we get what we paid for

Module 3: Marketing

- The Scope of Marketing.
- Key Components of the Marketing Process.
- Target Marketing and Market Segmentation.
- Understanding Consumer Needs, Desires, and Behavior.
- Market Research.
- Marketing for Products and Services.
- The Strategic Marketing Process.
- The Marketing Strategy and Marketing Plan.
- Understanding the Marketing Environment.
- Consumer Beliefs and Behavior.
- Identifying Markets.
- Product Strategy.
- Managing the Product Life Cycle.
- Pricing Strategy.
- Distribution Strategies, and Methods.
- Reviewing Your Distribution Strategy.
- Promotion Strategy, and Advertising.
- Public Relations PR and Publicity.
- Internet Terms and Concepts.
- Methods of Internet Marketing.

Module 4: Sales

- Selling Defined
- Ideal customer profiles and understanding your customers' needs

- Sales funnels
- Prospecting
- Lead qualification
- Sales pitches
- Sales strategies and plan
- The sales and marketing strategy

Registration form on the Training Course: Finance, Procurement, Sales, and Marketing

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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:
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Company Information

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 City / Country:

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng):
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 Personal E-Mail:
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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
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