



*Training Course:  
Fundamental Marketing and Sales Skills for  
Business Management Professionals*

*27 - 31 October 2025  
London (UK)*

## Training Course: Fundamental Marketing and Sales Skills for Business Management Professionals

Training Course code: SM236290 From: 27 - 31 October 2025 Venue: London (UK) - Training Course Fees: 5500 € Euro

### Methodology

This training course uses a variety of traditional and interactive methods, such as a number of self-assessments, models, group exercises, and relevant video clips, which help participants acquire the targeted competencies and skills in the field of marketing and sales, and then apply them in a smooth and professional manner.

### Course Objectives

By the end of the course, participants will be able to:

- Define the scope of marketing and sales operations and understand their functions and institutional value.
- Conduct an effective audit of marketing operations to verify the company's internal and external environment in order to develop a consistent marketing plan.
- Integrate and synchronize promotional campaigns online and offline through a clear understanding of digital marketing functions and platforms.
- Master sales operations and develop sales opportunity plans to increase sales revenues and profitability.
- Develop marketing and sales standards to measure performance levels and ensure alignment with the desired objectives and outcomes.

### Target Audience

This training course is designed for all individuals working in the field of business, including executives, department heads, sales and marketing managers, and anyone who wishes to enhance their skills in this field.

### Targeted Competencies

- Marketing planning
- Auditing marketing efforts
- Digital marketing

- Sales operations / buying and selling process
- Sales opportunity planning
- Cross-selling and up-selling techniques

## General Topics:

### Day One:

- Scope of marketing and sales
- Definition of marketing functions
- Definition of sales functions
- Differences between marketing and sales
- Self-assessment of readiness for sales
- Self-assessment of readiness for marketing
- Joint efforts of sales and marketing SMarketing - the new approach

### Day Two:

- Basic marketing practices
- The marketing mix: setting the scene
- Understanding the marketing environment
- Various techniques for marketing analysis
- Competitive environment analysis
- Porter's Five Forces Analysis
- PEST analysis external environment
- Proposed framework for the marketing plan
- SWOT analysis strengths, weaknesses, opportunities, and threats
- TOWS analysis detailed analysis of strengths, weaknesses, opportunities, and threats

- Criteria for prioritizing action plans
- Conducting a comprehensive audit of marketing practices
- Writing a strategic marketing plan

#### Day Three:

- Fundamentals of digital marketing
- Traditional marketing vs. digital marketing
- Key platforms for digital marketing in business
- Free and paid search campaigns
- Auditing the effectiveness of your website
- Auditing your social media initiatives

#### Day Four:

- Basic sales practices
- Sales operations
- Objectives of sales operations
- Competitive analysis matrix
- Designing impactful presentations
- Handling sales objections
- Sales and buying process
- Sales opportunity planning
- How to differentiate yourself from competitors
- Building strong professional relationships
- Identifying different buyer personas
- Understanding different decision-making roles

- Capturing the most important sales opportunities
- Marketing for sales employees
- The seven essential elements of marketing
- Tips to win the best buyers

#### Day Five:

- Measuring the effectiveness of marketing and sales efforts
- Holding effective meetings between marketing and sales units
- Tips to enhance communication between marketing and sales
- Suggested key performance indicators KPIs for sales
- Suggested key performance indicators KPIs for marketing
- Creating an effective balanced scorecard

## Registration form on the Training Course: Fundamental Marketing and Sales Skills for Business Management Professionals

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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,  
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