



*Training Course:
Sales & Marketing Strategies*

*15 - 19 February 2027
Kigali (Rwanda)*

Training Course: Sales & Marketing Strategies

Training Course code: SM8129 From: 15 - 19 February 2027 Venue: Kigali (Rwanda) - Training Course Fees: 6350 € Euro

Introduction

This training program is designed by [Global Horizon Training Center](#) to equip professionals with the essential skills and strategies required to excel in both sales and marketing within today's fast-paced and competitive business environment.

Successful organizations differentiate themselves through their ability to effectively market and sell their products and services. This dynamic and highly interactive program combines proven sales techniques, modern marketing strategies, and practical tools to help participants improve performance, build strong customer relationships, and consistently achieve targets.

Through case studies, real-world examples, and engaging exercises, participants will gain a deep understanding of the psychology of selling, customer behavior, branding, and digital marketing—enabling them to operate with confidence and effectiveness.

Course Objectives

By the end of this program, participants will be able to:

- Understand and apply the full sales cycle effectively
- Identify characteristics and habits of successful sales professionals
- Generate new leads and expand client networks
- Plan and set achievable sales and marketing targets
- Apply effective communication, questioning, and listening skills
- Build rapport and manage different customer personalities
- Handle objections and close sales successfully
- Utilize negotiation techniques to achieve win-win outcomes
- Apply marketing and branding strategies to support sales growth
- Leverage digital marketing and SEO techniques
- Improve time management, focus, and productivity
- Develop a winning mindset and overcome limiting beliefs

Target Audience

- Sales and Marketing Professionals
- Business Development Executives
- Entrepreneurs and Business Owners
- Customer-Facing Staff
- Professionals seeking to improve sales and marketing performance

Training Outline

Day 1: Sales Cycle & Client Acquisition

- Understanding the sales cycle stages
- Characteristics of successful salespeople
- Effective networking strategies and techniques
- Creating strong first impressions
- Developing an effective elevator pitch
- Generating referrals and building connections
- Approaching and selling to senior executives

Day 2: Planning, Qualification & Discovery

- Strategic planning and goal setting
- Identifying and qualifying potential customers
- Customer-based selling approaches
- Professional image and presentation
- Building rapport and reducing customer resistance
- Effective questioning and active listening skills
- Developing a positive and winning attitude

Day 3: Psychology of Selling & Customer Behavior

- Understanding different customer personality types
- Reading and using body language effectively
- Overcoming objections and closing techniques
- Introduction to Neuro-Linguistic Programming NLP in sales
- Building habits of highly successful sales professionals

Day 4: Advanced Sales Skills & Performance Optimization

- Time and focus management for sales success
- Consultative counselor selling techniques
- Managing attitudes, beliefs, and outcomes
- Delivering effective presentations
- Customer service impact on sales performance
- Advanced negotiation techniques
- Goal setting and action planning

Day 5: Marketing, Branding & Digital Strategies

- Designing an integrated marketing program
- Overview of traditional marketing tools print, media, etc.
- Working effectively with media channels
- Branding principles and positioning strategies
- Website development and optimization basics
- Introduction to digital marketing and SEO
- Leveraging online platforms for business growth

Registration form on the Training Course: Sales & Marketing Strategies

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Personal E-Mail:
Official E-Mail:

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Address:
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Person Responsible for Training and Development

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

- ☐ Please find enclosed a cheque made payable to Global Horizon
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3 Oudai street, Aldouki,
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