



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

*18 - 22 April 2027
Cairo (Egypt)*

Training Course: Finance, Procurement, Sales, and Marketing

Training Course code: SC234922 From: 18 - 22 April 2027 Venue: Cairo (Egypt) - Training Course Fees: 4100 € 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 individuals seeking to develop their knowledge and skills in

finance, procurement, sales, and marketing.

- It is suitable for professionals working across business functions who aim to strengthen their understanding of core commercial and financial processes.
- The program is also designed for early-career professionals and graduates interested in building a strong foundation in key business areas.
- It benefits individuals looking to enhance their cross-functional capabilities and improve overall business performance and decision-making skills.

Course Outlines

Day 1: Introduction to Finance

- Concept and structure of business, company, and organization
- Cash flows and financial statements
- Risk, time value of money, and valuation principles
- Inflation, interest rates, and currency effects
- Financial reporting and its role in decision-making

Day 2: Procurement Fundamentals

- Understanding procurement and its role in value creation
- Procurement process overview and value-for-money principles
- Risks and opportunities in procurement
- Requirements definition and specification writing
- Supplier and market analysis
- Procurement planning, execution, and contract management
- Ensuring probity, compliance, and value delivery

Day 3: Marketing Principles

- Scope and key components of marketing
- Target marketing and market segmentation
- Understanding consumer needs, behavior, and decision-making
- Market research and marketing environment analysis
- Product, pricing, distribution, and promotion strategies
- Marketing planning and strategic marketing process
- Digital marketing, PR, and internet-based marketing concepts

Day 4: Sales Fundamentals

- Introduction to selling and sales principles
- Identifying ideal customer profiles and customer needs
- Sales funnels, prospecting, and lead qualification
- Sales pitching techniques and strategies
- Developing sales plans and aligning sales with marketing strategy
- Building effective sales processes for business growth

Day 5: Integration of Finance, Procurement, Marketing & Sales

- Connecting finance, procurement, marketing, and sales functions
- Understanding how business functions support overall performance

- Cross-functional strategy alignment
- Practical business scenarios and decision-making
- Final review and consolidation of key concepts across all modules

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

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Position:
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Official E-Mail:

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Address:
City / Country:

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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