



*Training Course:
Computer Skills For Sales Professional*

*19 - 23 April 2027
Casablanca (Morocco)*

Training Course: Computer Skills For Sales Professional

Training Course code: SM234975 From: 19 - 23 April 2027 Venue: Casablanca (Morocco) - Training Course Fees: 4725 € Euro

Introduction

In today's digital business environment, sales professionals must leverage computer tools and technologies to manage leads, track performance, communicate effectively, and close deals efficiently. Strong digital skills enhance productivity, improve customer relationships, and support data-driven sales strategies.

This program, designed by Global Horizon Training Center, equips participants with essential computer and digital skills tailored specifically for sales professionals, enabling them to optimize their workflow and achieve better sales results.

Course Objectives

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

- Utilize essential computer applications for sales activities
- Manage customer data using CRM systems
- Create professional sales reports and presentations
- Analyze sales data using Excel
- Communicate effectively using digital tools
- Use online platforms for lead generation
- Organize and automate sales processes
- Improve productivity and efficiency

Target Audience

This program is designed for:

- Sales Executives and Representatives
- Business Development Professionals
- Account Managers
- Customer Relationship Officers
- Marketing and Sales Support Staff
- Entrepreneurs and Small Business Owners

Outline

Day 1: Fundamentals of Computer Skills for Sales

- Overview of digital tools in sales
- File management and organization
- Email communication best practices
- Online collaboration tools
- Introduction to CRM systems

Day 2: Microsoft Excel for Sales Analysis

- Data entry and management
- Sales tracking and reporting
- Basic formulas and functions
- Charts and dashboards
- Data visualization

Day 3: CRM Systems and Customer Management

- CRM fundamentals and benefits
- Managing leads and opportunities
- Customer data organization
- Sales pipeline tracking
- Reporting and follow-up

Day 4: Presentation and Communication Tools

- Microsoft PowerPoint for sales presentations
- Creating impactful slides
- Visual storytelling
- Online meeting tools Zoom, Teams
- Digital communication techniques

Day 5: Digital Sales Tools and Productivity

- Online lead generation tools
- Social media for sales LinkedIn basics
- Sales automation tools
- Time management and productivity apps
- Case studies and practical exercises

Registration form on the Training Course: Computer Skills For Sales Professional

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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:
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Personal E-Mail:
Official E-Mail:

Company Information

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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:
Official E-Mail:

Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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