

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Sales & Marketing Strategies

Code	City	hotel	Start	End	price	Language - Hours
SM-351SA	Riyadh	Hotel Meeting Room	2027-06-06	2027-06-10	9950 SR	En - 25

INTRODUCTION

In today's society, the successful organisations have a unique ability so market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic and highly informative programme that covers ideas, techniques, tips and practical useful information. The programme uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence.

In the programme you will learn how to:

- Understand the psychology of selling
- Practical sales tools and techniques
- Marketing and branding
- Internet marketing
- Success habits of the 'greats' in sales
- Knowledge that will help you to meet and exceed targets

PROGRAMME OBJECTIVES

- The sales cycle
- Characteristics of successful salespeople
- How and where to find new clients
- How, where and when to network
- Planning and setting targets
- How to use the phone effectively to set up appointments
- Phoning scripts that work

- Dressing for success
- Developing rapport and easing tension levels
- Powerful questioning and listening skills
- How to close sales and overcome objections
- Customer service and the impact on sales
- How to deal with different personality types
- NeuroLinguisticProgramming and the impact on sales
- Overcoming fears and limiting beliefs
- Understanding body language
- Time and focus management
- Communication and negotiation skills
- The power of goal setting
- How to develop a winning attitude
- Habits of highly successful people
- Maximizing your marketing programme
- Brochures, print ads, radio and TV
- Marketing mistakes to avoid
- Working with the media
- Branding
- Internet marketing strategies
- Search engine optimization

PROGRAMME OUTLINE

The sales cycle and finding new clients

- understanding the sales cycle
- characteristics of successful salespeople
- effective networking strategies
- how to work a room
- creating the right impression
- developing your elevator speech

- how to get referrals
- swap meetings
- clubs and social networking
- centers of influence
- how to approach and sell to top executives

Planning, qualifying and the discovery process

- strategic planning and setting objectives
- qualifying buyers
- customer based selling
- dressing for success
- easing tension levels
- effective questioning techniques
- the power of listening
- developing a winning attitude

The psychological factors of selling

- dealing with different personalities
- body language
- closing and overcoming objections
- NeuroLinguisticProgramming
- developing the habits of successful salespeople

Advanced sales skills

- time and focus management
- councilor selling
- attitudes, beliefs and outcomes
- how to present to groups
- customer services and the effects on sales
- advanced negotiation skills

- goal setting
- walking with tigers – secrets of the worlds best
- action planning

Marketing, branding and internet technology

- designing a marketing programme
- understanding the various forms of marketing
- brochures, print ads and newsletters
- working with the media
- soundbites
- 4d branding
- website development and design
- website optimization
- marketing on the internet

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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