



# CERTIFIED SALES & MARKETING PROFESSIONAL



Dear participants, we are glad to have you with us in the process of learning the concepts and skills necessary to perform your Role, responsibilities and functions as a Certified Sales Professional This programme guarantees measured improvement indifferent levels of your sales activities. You will be Exposed to many enlightening tools that are unmatched in the measured results they will produce for you and your Organization. This is a completely interactive programme and therefore you are requested to be open minded, sharing Your ideas and experiences, asking questions and hence being hundred percent participative.



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## 1. INTRODUCTION

- What Marketing Isn't
- What is Marketing
- The Marketing Process

## 2. THE MARKETING CONCEPT

- Needs, Wants, Desires / Demand
- Products, Utility, Value & Satisfaction
- Exchange, Transactions & Relationships
- Markets, Marketing & Marketers

## 3. THE BUSINESS ENVIRONMENT

- PESTLE
- SWOT

## 4. BUYING BEHAVIOUR

- Consumer
- Business

## 5. SEGMENTATION

- Segmenting Consumer Markets
- Segmenting Business Markets
- Differentiation and Positioning
- Positioning for Competitive Advantage
- Marketing Management
- Choosing a Value Proposition
- Customer Perceived Value

## 6. MARKETING MIX

- 4Ps
- 7Ps

## 7. BUILDING A MARKETING PLAN

- Four Objectives of a marketing Plan
- Marketing Plan Templates and Example  
Marketing Plan Presentation



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## **8. MARKETING VS. SALES**

- Sales vs Marketing Activities

## **9. IMPROVING SELLING SKILLS**

- Principles of Salesmanship
- 3 Dimensions of Selling

## **10. CALL SEQUENCE**

- Pre-call Planning
- Opening
- Probing
- Reinforcing
- Gaining Commitment

## **11. DEALING WITH RESISITANCE**

- Misconception
- Real Objection
- Lack of Interest
- Scepticism

## **12. USING VISUAL AIDS**

- Overhead Projector / Slides
- White or Black Board
- Paper Handouts
- Flip Chart
- Video
- Artefacts or Props
- Design Tips

*DURATION: 24 hours Course Fee: AED2850*

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*Ministry Registration: AED100*

*Certification By: Ministry of Education, Dubai (KHDA)*

*AIBM Certificate (Optional) - 950 AED*

*Course Material: Books Practice sessions with Forms*

*Illustrations and Case Studies*

Approved by

