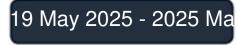






Sales & Marketing Manager Skills







Tbilisi (Georgia)



## Sales & Marketing Manager Skills

course code: U9384 From: 19 May 2025 - 2025 May 23 Venue: Tbilisi (Georgia) - course Fees: 4500 Euro

## **Program Content**

In this program you will learn about...

- 1. Understanding Business Environment
  - Regulatory
    - 2. Commercial
- 2. Understanding & Fulfilling Customer Expectations
  - 1. Products
  - 2. Services
- 3. Negotiating Skills
  - 1. Understanding the Process
  - 2. Preparation for Negotiations
  - 3. Negotiating Tactics
- 4. Developing Entrepreneurship
  - 1. Personal Skills
  - 2. In Teams
- 5. Identifying New Customers
- 6. Setting Appointments
- 7. Presenting Products
- 8. Developing Sales Plans
- 9. Developing Proposals
- 10. Managing Sales Team
- 11. Coaching Team Members
- 12. Customer Relationship Management
- 13. Strategies & Projects for Exceeding Customer Expectations
- 14. Leadership in Sales & Marketing
  - 1. People Leadership
  - 2. Service Leadership
  - 3. Product Leadership
- 15. Preparing an Action Plan
- 1. And Much More...









