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Sales & Marketing Manager Skills

29 September - 10 Octo[ber]

Kuala Lumpur (Malaysia)

Sales & Marketing Manager Skills

course code: U9384 From: 29 September - 10 October 2024 Venue: Kuala Lumpur (Malaysia) - Royale chulan hotel
course Fees: 4500 Euro

Program Content

In this program you will learn about...

1. Understanding Business Environment
    1. 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...