

**Course Overview:**

The Sales Certification lays the foundation for professional selling by developing the selling process using effective sales methodologies. You will learn the skills and tactics of the leading sales professionals and take part in interactive scenarios to master those skills.

**Course Objective:**

- Preparation of an expert in the research and market studies
- Development of developing effective marketing strategies, skills
- The preparation of a professional expert in sales promotion

**Course Outline:**

- Excellence methods for market competition
- Preparation Successful marketing plan
- Modern marketing strategies
- Marketing strategies to enter the domestic and international markets
- Analysis of the market to activate sales
- Salesmanship skills to convince the client
- Marketing Research preparation skills
- Sales man professional skills

**Who Should Attend:**

Managers and employees of Sales

**Training Language:**

EN / AR

**Training Methodology:**

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation