1. PDC – 40 hrs
   Personal Development Course
   1. Grammar and Sentence Forming
   • Parts of sentence overview
   • Nouns
   • Verbs
   • Objects - A closer look
   • Prepositions
   • Conjunction
   • Tenses
   • Helping Verb
   • Model VERB
   • Phrasal verb
   • Adjectives
   • Adverbs
   • Distributives, Quantifiers, Predetermines
   • Clauses
   • Conditional
   • Passive vs Active voice
   • Common mistake
   • English Writing Section
   • Small talk
   • Hobbies and interests
   • family
   • Business communication
   • Daily work routine
   • Countries and nationalities
   • Dates
   • Day, months
   • Directions
   • Expressing feeling
   • Accent reduction training

   2. Public Speaking
   3. Telecommunication
   4. Email Articulation
   5. HR Round Interview Prep
   6. Mock Up Interview

2. Digital marketing – 23 hour
   • Introduction
   • Market Research
   • Website creation – WordPress

- Email marketing
- Copywrite
- SEO
- YouTube marketing
- Facebook Marketing
- Quora Marketing
- Google ADS
- Google Analytics
- Instagram marketing
- LinkedIn Marketing
- Facebook ad
- Application marketing
- Case studies and projects

3. IT Sales – 15 hours
   - Learn how to research, prospect, manage, and close revenue-generating opportunities.
   - prepare students for employment as an entry-level business-to-business sales development representative.
   - Develop a working knowledge of the tools and technology needed to be successful in a sales role.
   - Gain exposure to the science behind selling and develop frameworks for a "sales" conversation.

**Introduction to IT Sales**

- **Overview of IT Sales:**
  - Understanding IT products and services (software, hardware, cloud solutions, etc.)
  - The role of an IT Sales professional

- **Industry Overview:**
  - Current trends in the IT industry
  - Key players and competitors in the market

**2. Basic IT Knowledge**

- **IT Fundamentals:**
  - Introduction to networking, databases, cybersecurity, and cloud computing
  - Overview of enterprise software solutions (e.g., CRM, ERP, SaaS)

- **Emerging Technologies:**
  - Introduction to AI, IoT, Blockchain, and Big Data

- **Understanding IT Infrastructure:**

- Basic knowledge of servers, storage, and virtualization

## 3. Sales Fundamentals

- **Sales Basics:**
    - Understanding the sales process (prospecting, qualifying, presenting, closing)
    - Sales techniques (consultative selling, value-based selling)
- **Communication Skills:**
    - Effective communication and presentation skills
    - Active listening and handling objections
- **Sales Strategies:**
    - B2B vs. B2C sales strategies
    - Lead generation and prospecting techniques

## 4. IT Sales Techniques

- **Consultative Selling:**
    - Understanding client needs and offering tailored IT solutions
- **Product Demos and Presentations:**
    - How to conduct effective product demonstrations
    - Creating compelling sales presentations
- **Negotiation Skills:**
    - Techniques for negotiating with IT clients
    - Closing deals and managing contracts
- **Customer Relationship Management:**
    - Building long-term relationships with clients
    - Post-sales support and customer success strategies

## 5. Specialized IT Sales Knowledge