

SALES AND MARKETING

1. Certificate in Basic Sales & Marketing. (Duration: 03 Months.)

Basic Sales & Marketing

Course Duration: 3 Months

Week 1-2: Introduction to Sales and Marketing

- ⌚ Understanding the basics of sales and marketing
- ⌚ Differentiating between sales and marketing
- ⌚ Importance of sales and marketing in business
- ⌚ Overview of the sales and marketing process

Week 3-4: Market Research and Consumer Behavior

- ⌚ Conducting market research
- ⌚ Understanding consumer behavior
- ⌚ Segmentation, targeting, and positioning
- ⌚ Identifying market trends and opportunities

Week 5-6: Product Knowledge and Value Proposition

- ⌚ Understanding the product or service
- ⌚ Creating a unique value proposition
- ⌚ Features vs. benefits communication
- ⌚ Positioning the product in the market

Week 7-8: Sales Techniques and Strategies

- ⌚ Developing effective sales techniques
- ⌚ Building rapport with customers
- ⌚ Handling objections and overcoming challenges
- ⌚ Closing the sale and follow-up strategies

Week 9-10: Digital Marketing Basics

- ⌚ Introduction to digital marketing
- ⌚ Social media marketing
- ⌚ Email marketing
- ⌚ Search engine optimization (SEO) basics

Week 11-12: Creating and Implementing Marketing Plans

- ⌚ Developing a marketing plan
- ⌚ Budgeting and resource allocation
- ⌚ Marketing mix: Product, Price, Place, Promotion
- ⌚ Measuring and analyzing marketing performance