

2. Certificate in Sales & Marketing. (Duration: 06 Months.)

Advanced Sales and Marketing Strategies

Course Duration: 6 Months

Objective: The Advanced Sales and Marketing Strategies course aims to equip participants with the knowledge and skills required to excel in the dynamic field of sales and marketing. Participants will gain a deep understanding of modern marketing techniques, effective sales strategies, and the use of technology in the sales and marketing process.

Module 1: Introduction to Sales and Marketing (Weeks 1-2)

- Overview of Sales and Marketing
- Importance of Sales and Marketing in Business
- Key Concepts and Definitions
- Historical Perspectives and Evolution of Sales and Marketing

Module 2: Market Research and Analysis (Weeks 3-6)

- Conducting Market Research
- Analyzing Market Trends
- Competitor Analysis
- Customer Segmentation and Targeting
- SWOT Analysis

Module 3: Digital Marketing Strategies (Weeks 7-12)

- Introduction to Digital Marketing
- Social Media Marketing
- Content Marketing
- Email Marketing
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Analytics and Data-driven Decision Making

Module 4: Sales Techniques and Strategies (Weeks 13-18)

- Consultative Selling
- Relationship Selling
- Solution Selling
- Sales Funnel Management
- Closing Techniques
- Overcoming Objections

Module 5: Customer Relationship Management (CRM) (Weeks 19-22)

- Importance of CRM in Sales and Marketing
- CRM Implementation and Integration
- Customer Lifecycle Management
- Data Management and Analysis