

ADVANCED MARKETING AND SALES SKILLS FOR BUSINESS PROFESSIONALS

“Master Advanced Techniques to Drive Sales and Accelerate Marketing Success”

Schedule

Date	Venue	Fees
26 – 27 Aug 2026	Muscat, Oman	USD 1995 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This intensive 2-day course is designed for business professionals looking to elevate their marketing and sales strategies to the next level. Participants will dive deep into advanced marketing techniques and sales tactics to effectively drive revenue and enhance brand presence. Focused on real-world applications, the course will help attendees refine their skills in an ever-evolving business landscape. By the end of the course, professionals will be equipped with the tools and strategies necessary to attract customers, close deals, and manage sales cycles effectively. Through a combination of case studies, workshops, and peer exchanges, delegates will gain valuable insights and practical experience to apply immediately in their professional roles.

Objectives

By the end of this course, participants will be able to:

- Master advanced sales and marketing strategies that lead to business growth.
- Develop targeted campaigns that attract and engage customers effectively.
- Use digital tools and social media to drive marketing efforts and increase brand visibility.
- Implement best practices for managing customer relationships and closing sales deals.

Why Attend

- Learn the latest marketing and sales techniques that can be immediately applied to boost sales performance.
- Enhance your ability to create and implement effective marketing strategies.
- Learn how to leverage digital tools and platforms to accelerate business growth.
- Gain insights into customer psychology and effective sales techniques for diverse markets.
- Network with other business professionals to exchange ideas and experiences.

Target Audience

This program is designed for:

- Marketing and sales managers seeking to enhance their strategic skills.
- Business professionals looking to improve their sales performance and marketing efforts.
- Entrepreneurs and leaders responsible for driving business growth.
- Consultants and coaches in marketing and sales sectors

Individual Benefits

This program is designed for:

- Marketing and sales managers seeking to enhance their strategic skills.
- Business professionals looking to improve their sales performance and marketing efforts.
- Entrepreneurs and leaders responsible for driving business growth.
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Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Ability to implement advanced sales and marketing strategies that increase organizational revenue.
- Knowledge to lead and guide teams in executing successful marketing campaigns.
- Improved sales processes and customer relationship management techniques.
- Increased brand visibility and market reach through strategic marketing efforts.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Insight into cutting-edge marketing and sales strategies that drive business success.
- Case Studies - Real-world examples of successful sales and marketing campaigns.
- Workshops - Practical exercises on developing and executing marketing strategies and sales plans.
- Peer Exchange - Discussions with fellow participants to learn from shared experiences and challenges.
- Tools - Access to templates and tools for campaign management, customer relationship management (CRM), and sales forecasting.

Course Outline

Detailed 2-Day Course Outline Training Hours: 9:00 AM – 4:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 10:30 & 12:30 | Lunch Buffet: 01:30 – 02:30

Day 1: Advanced Marketing Strategies

- Module 1: Understanding the Modern Marketing Landscape (09:00 – 10:30)
 - Overview of marketing trends and emerging technologies.
 - Leveraging digital platforms for marketing success.
 - How to integrate traditional and digital marketing strategies.
- Module 2: Targeted Campaigns and Customer Segmentation (10:45 – 12:30)
 - Identifying and segmenting your target audience.
 - Developing personalized marketing campaigns.
 - Measuring the effectiveness of campaigns.
- Module 3: Content Marketing and Storytelling (01:30 – 03:00)
 - Crafting compelling narratives that engage customers.
 - How to develop and distribute content across multiple channels.
 - Content strategy for SEO and social media success.
- Module 4: Advanced Social Media Marketing (03:15 – 04:30)
 - Strategies for building brand presence on social media platforms.
 - How to use social media to drive customer engagement and conversions.
 - Tools for managing social media campaigns effectively.

Day 2: Advanced Sales Techniques

- Module 5: Sales Strategies for High-Value Customers (09:00 – 10:30)
 - Understanding the sales cycle and buyer psychology.
 - Strategies for targeting and closing high-value clients.
 - Relationship management techniques for long-term success.
- Module 6: Mastering Negotiation and Closing Deals (10:45 – 12:30)
 - Effective negotiation tactics for sales professionals.
 - Overcoming objections and closing deals with confidence.
 - Building lasting relationships through post-sale engagement.
- Module 7: CRM Systems and Sales Analytics (01:30 – 03:00)
 - How to use CRM systems to track and nurture leads.
 - Analyzing sales data to optimize processes.
 - Forecasting and setting sales targets based on CRM insights.
- Module 8: Building a High-Performing Sales Team (03:15 – 04:30)
 - Strategies for motivating and leading sales teams.
 - Recruiting and training high-performing salespeople.
 - Evaluating sales performance and continuous improvement.

Certification

Participants will receive a Certificate of Completion in Advanced Marketing and Sales Skills upon successfully completing the training, validating their advanced expertise in marketing strategies, sales techniques, and business growth practices

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
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- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

<p>In-House / Customized Training</p> <p>Interested in running this course for your team?</p> <p>Please contact us:</p>	<p>TEL:</p> <p>+601116373203</p>	<p>EMAIL:</p> <p>info@mawaevents.net</p>
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