MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

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CORE MARKETING AND SALES SKILLS FOR BUSINESS PROFESSIONALS

"Build Foundational Marketing and Sales Expertise to Drive Business Growth and Customer Engagement."

Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

Marketing and sales are the lifeblood of any business. Professionals with strong foundational skills in these areas can effectively understand customer needs, communicate value, and drive revenue.

The Core Marketing and Sales Skills course equips participants with practical knowledge and techniques to enhance their marketing strategies and sales performance. Participants will learn essential concepts, tools, and best practices to engage customers, create value, and achieve business goals.

Objectives

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

- Understand fundamental principles of marketing and sales.
- Identify target markets, customer needs, and value propositions.
- Develop effective sales strategies and marketing campaigns.
- Build strong customer relationships and manage the sales process.
- Apply tools and techniques for prospecting, presenting, and closing deals.
- Leverage digital and traditional channels to enhance reach and engagement.
- Measure and analyze marketing and sales performance.
- Integrate marketing and sales efforts to achieve organizational objectives.

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Why Attend

This course is ideal for professionals seeking to strengthen their core marketing and sales competencies. Participants will gain practical skills to effectively market products and services, engage customers, and contribute to business growth.

Target Audience

This course is suitable for:

- Sales Executives and Managers
- Marketing Professionals and Coordinators
- Business Development Officers
- Entrepreneurs and Start-Up Founders
- Professionals seeking foundational skills in marketing and sales

Individual Benefits

- Gain practical knowledge of marketing and sales fundamentals.
- Improve ability to identify customer needs and craft solutions.
- Enhance communication, negotiation, and presentation skills.
- Increase professional value and career advancement opportunities.
- Build confidence in executing marketing campaigns and sales strategies.
- Learn to measure and optimize marketing and sales performance.

Organizational Benefits

- Improve marketing and sales effectiveness across teams.
- Strengthen customer engagement, satisfaction, and loyalty.
- Align sales and marketing efforts for cohesive business strategies.
- Increase revenue generation and market competitiveness.
- Build a skilled workforce capable of executing business growth strategies.

Instructional Methodology

The training employs a practical, interactive approach through:

- Interactive lectures on marketing and sales principles
- Case studies and real-world examples
- Group exercises on sales techniques, prospecting, and campaign planning
- Role-playing exercises for customer engagement, negotiation, and presentations
- Hands-on workshops for digital and traditional marketing tools
- Continuous feedback, coaching, and Q&A sessions for applied learning

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Course Outline

Module 1: Introduction to Marketing and Sales Fundamentals

Module 2: Understanding Customer Needs and Market Segmentation

Module 3: Value Proposition and Product Positioning

Module 4: Sales Process: Prospecting, Presenting, and Closing

Module 5: Customer Relationship Management and Retention Strategies

Module 6: Marketing Channels and Campaign Planning

Module 7: Digital Marketing Essentials

Module 8: Sales Analytics, KPIs, and Performance Measurement

Module 9: Integrating Marketing and Sales for Business Growth

Module 10: Capstone Exercise – Developing a Marketing and Sales Action Plan

Certification

Upon successful completion, participants will receive a Certificate in Core Marketing and Sales Skills for Business Professionals, validating their foundational expertise in marketing, sales, and customer engagement.

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.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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

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