



## **Sales, Marketing & Business Growth**

### Sales Excellence & Selling Strategies

1. Value-Based Selling Strategies: Overcoming Price & Value Objections
  2. Customer-Focused Selling Strategies for Sustainable Growth
  3. Mastering Sales Performance in Competitive Markets
  4. Advanced Negotiation & Consultative Selling Excellence
  5. Driving High-Value Sales Opportunities & Pipeline Growth
  6. Achieving Outstanding Sales Results in Complex & High-Value Deals
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### Sales Planning, Productivity & Execution

1. Sales Planning Fundamentals for Effective Execution
  2. Territory & Time Management Excellence for Sales Professionals
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### Marketing Strategy & Planning

1. Pragmatic Marketing Strategies for Market-Driven Growth
  2. Strategic Marketing Planning with a Customer-Centric Focus
  3. International Marketing Strategies for Global Business Expansion
  4. Market Growth Strategies: Identifying Opportunities & Emerging Trends
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### Branding, Communications & Market Presence

1. Marketing Communications & Brand Management Masterclass

## Consumer Insight & Analytics

1. Consumer Behaviour & Marketing Analytics for Decision-Making
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## Foundations & Certification Programmes

1. Fundamentals of Marketing Management
  2. Certified Sales Professional (CSP) Programme
  3. Certified Sales Manager (CSM) Programme
  4. Certified Brand Manager (CBM) Programme
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## Channels & Market Penetration

1. Distribution Channel Strategies: Optimising Market Penetration & Reach