



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Sales & Marketing Strategies

Code	City	Hotel	Start	End	Price	Language - Hours
351	Florence (Italy)	Hotel Meeting Room	2025-09-22	2025-09-26	5450 €	En - 25

INTRODUCTION

In today's society, the successful organisations have a unique ability so market and sell their products and services. Sales and Marketing Strategies is a fast-paced, dynamic and highly informative programme that covers ideas, techniques, tips and practical useful information. The programme uses case studies, interactive and engaging exercises, video clips, and real-world examples from world-class practices in sales excellence.

In the programme you will learn how to:

- Understand the psychology of selling
- Practical sales tools and techniques
- Marketing and branding
- Internet marketing
- Success habits of the 'greats' in sales
- Knowledge that will help you to meet and exceed targets

PROGRAMME OBJECTIVES

- The sales cycle
- Characteristics of successful salespeople
- How and where to find new clients
- How, where and when to network
- Planning and setting targets
- How to use the phone effectively to set up appointments



- Phoning scripts that work
- Dressing for success
- Developing rapport and easing tension levels
- Powerful questioning and listening skills
- How to close sales and overcome objections
- Customer service and the impact on sales
- How to deal with different personality types
- NeuroLinguistic Programming and the impact on sales
- Overcoming fears and limiting beliefs
- Understanding body language
- Time and focus management
- Communication and negotiation skills
- The power of goal setting
- How to develop a winning attitude
- Habits of highly successful people
- Maximizing your marketing programme
- Brochures, print ads, radio and TV
- Marketing mistakes to avoid
- Working with the media
- Branding
- Internet marketing strategies
- Search engine optimization

PROGRAMME OUTLINE

The sales cycle and finding new clients

- understanding the sales cycle
- characteristics of successful salespeople
- effective networking strategies
- how to work a room
- creating the right impression



- developing your elevator speech
- how to get referrals
- swap meetings
- clubs and social networking
- centers of influence
- how to approach and sell to top executives

Planning, qualifying and the discovery process

- strategic planning and setting objectives
- qualifying buyers
- customer based selling
- dressing for success
- easing tension levels
- effective questioning techniques
- the power of listening
- developing a winning attitude

The psychological factors of selling

- dealing with different personalities
- body language
- closing and overcoming objections
- NeuroLinguisticProgramming
- developing the habits of successful salespeople

Advanced sales skills

- time and focus management
- councilor selling
- attitudes, beliefs and outcomes
- how to present to groups
- customer services and the effects on sales



- advanced negotiation skills
- goal setting
- walking with tigers - secrets of the worlds best
- action planning

Marketing, branding and internet technology

- designing a marketing programme
- understanding the various forms of marketing
- brochures, print ads and newsletters
- working with the media
- soundbites
- 4d branding
- website development and design
- website optimization
- marketing on the internet



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

- **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

- **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

- **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

- **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

- **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

- **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

- **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

- **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

- **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

- **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.