

# SALES AND MARKETING LIKE A PRO ONLINE COURSE

Competence Canada Course ID: 2373

## Recommended Prior Knowledge/ prerequisites:

No prior sales or marketing experience is required for this course. Basic computer literacy and a willingness to learn are the only prerequisites. This course is designed to be accessible to individuals with diverse backgrounds and levels of experience.

## Course Duration:

The Fundamentals of Sales and Marketing course spans 1 week which can be completed at your own pace, providing participants with a solid foundation in the essential concepts and techniques of sales and marketing. The course structure includes lectures, practical exercises, and case studies to ensure a comprehensive learning experience.

## Who should attend?

The Fundamentals of Sales and Marketing course is ideal for individuals who are new to sales and marketing or who are in entry-level positions within these fields. It is suitable for recent graduates, career changers, entrepreneurs, and anyone interested in gaining a solid understanding of the foundational principles and techniques of sales and marketing. This course equips participants with the knowledge and skills to confidently contribute to business growth and customer engagement through effective sales and marketing strategies.

## Fee Structure:

These fees include digital course materials, training, and the cost of issuing certificate.

### Learning Objectives:

By the end of the Fundamentals of Sales and Marketing course, participants will be able to:

- Understand the core principles and components of sales and marketing.
- Identify target markets and customer segments for effective outreach.
- Create persuasive value propositions to highlight product or service benefits.
- Develop basic marketing strategies using traditional and digital channels.
- Utilize social media platforms to engage with potential customers.
- Apply effective communication techniques to influence purchase decisions.
- Navigate the sales process, from prospecting to closing deals.
- Utilize basic sales techniques and objection handling strategies.
- Measure marketing success through key performance indicators (KPIs).
- Comprehend the role of customer feedback and satisfaction in business growth.

### Knowledge:

Participants will acquire knowledge in the following areas:

- Introduction to sales and marketing concepts
- Market research and customer segmentation
- Crafting effective value propositions
- Basic marketing strategies (traditional and digital)
- Social media engagement for business promotion
- Basics of communication psychology in sales and marketing
- Sales process stages and customer journey
- Fundamental sales techniques and objection handling
- Importance of key performance indicators (KPIs)
- Customer feedback and its impact on business success

### Certificate

The E-certificate will be issued with soft signature. You may print hard copy for your reference.

If you would like a physical certificate, Competence Canada can issue one for an additional cost which includes shipping.

### How To Get Started:

For more information or to sign up for this course, please email us at [trainings@competencecanada.com](mailto:trainings@competencecanada.com) or visit us at [CompetenceCanada.com](http://CompetenceCanada.com) to learn more about our trainings, accreditation, and membership programs.

### About Competence Canada:

Competence Canada is a Canadian-based organization committed to promoting safety, social good, and sustainability in the workplace. We recognize that skills, experience, and training are essential for individuals to excel in their careers and make a positive impact in their communities. That's why our goal is to provide high-quality training and certification programs to individuals across a range of industries, empowering them with the tools and knowledge they need to succeed.

Through our comprehensive education and certification programs, we are dedicated to helping you gain a competitive edge in your field. Whether you're looking to advance in your current role, switch careers, or stay up-to-date on the latest industry standards, Competence Canada is here to support you. Our team of experts is committed to providing the highest level of service and guidance, so you can achieve your professional goals and make a meaningful impact in your workplace and beyond.