

Introducing Certificate Course in Sales & Marketing

For Businesses:

- * Is your business generating enough revenue as expected?
- * Is your current team, delivering expected results?
- * Do you wish to build Professional Sales & Marketing Personnel?
- * Do you wish to upgrade your team to a High Performance Team?

For Individuals:

- * Do you wish to master Practical Sales & Marketing Skills?
- * Do you wish to become a Highly Paid Sales or Marketing Person?
- * Do you wish to secure a Descent Job?



**Increase
 Your
 SALES by
 100%**

Become an Expert : Sell / Market Your Product or Service with CONFIDENCE!!

1. English Speaking

- * Brush Up your English Grammar usage
- * Build your Confidence in English Language
- * Become a Fluent English Speaker

2. Sales

- * Acquiring the Sales Mindset
- * Personal Selling & The Selling Process
- * Determining Sales Force Performance
- * Designing a Sales Process
- * Introduction Meeting & Asking Questions
- * Delivering a Sales Presentation
- * Demonstrating Your Product
- * Developing Options for Clients
- * Presenting Pricing or Proposals
- * Closing a Successful Sale

3. Marketing

- * Definition & Evolution of Marketing
- * Strategic Planning & Strategic Process
- * Analyzing the Environment, Thinking Globally & Acting Locally
- * Importance of Continuous Market Research & the Market Research Process
- * Consumer Behavior :
 The Decision Making Process, Internal & External Influences
- * B2B - Understanding the Business Market, The Buying Decision
- * Segmenting the Market, Targeting Your Market

4. Business Communication

5. Presentation Skills (Supplemented with IT Skills)

6. Field Work



**Take Good Care of your
 Existing Customers
 who will eventually
 lead you to Newer Ones**

Course Duration : 6 Months

Time : 11:00 a.m. - 01:00 p.m.

05:30 p.m. - 07:30 p.m.

Course Fee : Tzs. 600,000/-

For More Information, call us or visit us:

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