



International Training
Center Paris

TRAINING SCHEDULE



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SALES AND MARKETING SKILLS FOR ADMINISTRATIVE PROFESSIONALS

Overview:

The Sales and Marketing Skills for Administrative Professionals training is designed to equip administrative professionals with the skills and knowledge required to support sales and marketing teams. Participants will learn about key concepts and techniques in sales and marketing, and develop skills in areas such as market research, lead generation, customer relationship management, and sales support. This training will enable administrative professionals to better understand and support the sales and marketing functions within their organizations, and contribute to their overall success.

Training Objectives:

- Understand the key principles of sales and marketing
- Develop skills in market research and analysis
- Learn techniques for lead generation and customer acquisition
- Understand the importance of customer relationship management
- Develop skills in sales support and administration
- Learn about digital marketing and social media strategies

At the end of this training, participants will have developed the skills and knowledge required to support sales and marketing teams effectively. They will be able to apply their learning to their daily work, contributing to the success of their organization's sales and marketing efforts.

Targeted Groups:

- Sales associates
- Marketing coordinators

- Administrative professionals involved in sales support
- Office managers with marketing responsibilities
- Customer service representatives contributing to sales efforts

Planning:

Day 1:

- Introduction to Sales and Marketing
- Key Principles of Sales and Marketing
- Market Research and Analysis

Day 2:

- Understanding the Sales Funnel
- Lead Generation Techniques
- Customer Acquisition Strategies

Day 3:

- Customer Relationship Management
- Building Customer Loyalty
- Effective Communication in Sales and Marketing

Day 4:

- Sales Support and Administration
- Sales Metrics and KPIs
- Introduction to Digital Marketing

Day 5:

- Social Media Strategies for Sales and Marketing
- Sales and Marketing Tools and Technologies
- Sales and Marketing Planning and Strategy