

Course Name:- Certificate Course on Sales and Marketing

Duration:- 6months

Course Outline:- Sales and marketing is an all-pervasive field. With the era of liberalization, privatization, & globalization (LPG), numerous opportunities have been lined up for effective sales Executive/ managers. Undoubtedly, this is a lucrative career option for those qualified in promoting sales of products and services. This 6 months Sales and Marketing Certificate course has been designed to help students who have a mind to work in the field of Sales & Marketing domain. It helps to develop a strategy, understand the market and Consumer, management & planning that are required to successfully managing the various aspects of a business. The course is highly practical oriented and helps the participants improve the sale productivity. Some of the main objectives include: ... Building Better Leadership– In-depth knowledge of the sales process helps teams understand clients, customers, and the important role of selling. This can improve leadership skills on a number of different levels.

Expected outcome:- Upon completion of the course, the skills and knowledge once develop gives him/her an edge over other Sales and marketing staff in the market landing him/her in a Job or promoting from current status. The course offers the confidence and skills to develop ideas to reach people and sell products. One will gain the expertise to work across any industry. The course takes a step by step approach in giving insights on how to study market , how to develop sales pitch, how to negotiate and win the deal. Finally the students can able to earn through our practices training organization.


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