

Sales & Marketing: Digital Channels & CRM Pipelines

Learn to align sales and marketing, run digital campaigns, and manage pipelines and analytics using CRM systems.

2 Days

16 HOURS

8

MODULES

24

TOPICS

COURSE OVERVIEW

This course covers the fundamentals of sales and marketing, including customer needs analysis, buyer personas, sales techniques and negotiation, and the marketing mix, campaigns and ROI measurement. It then moves into digital marketing channels such as SEO, PPC and social media, brand management and positioning, and sales forecasting and pipeline management using CRM systems. It closes with sales and marketing analytics, covering key metrics, KPIs and data-driven decision making.

WHO THIS COURSE IS FOR

Sales Representatives

Marketing Professionals

Sales Managers

Brand Managers

CRM Administrators

Marketing Analysts

LEARNING OBJECTIVES

- Explain sales and marketing functions and their alignment
- Identify target markets, customer segments and buyer personas
- Apply sales techniques and negotiation skills across the sales process
- Describe the marketing mix and how to build campaigns
- Develop digital marketing strategies across channels such as SEO and PPC
- Assess brand identity and positioning strategies
- Manage sales pipelines and forecasts using CRM systems
- Interpret sales and marketing KPIs to inform decisions

TRAINING APPROACH

Throughout the training program, interactive discussions, case studies, role-plays, and hands-on exercises will be used to engage participants and reinforce key concepts. Participants will leave equipped with practical strategies and techniques to enhance their sales and marketing effectiveness and drive business growth.

8 Modules, 24 Topics

DAY 1 Fundamentals of Sales and Marketing

01

2 hours

Introduction to Sales and Marketing

TOPICS

- Overview of Sales and Marketing Functions
- Importance of Sales and Marketing Alignment
- Key Concepts and Principles in Sales and Marketing

02

2 hours

Understanding Customer Needs

TOPICS

- Identifying Target Markets and Customer Segments
- Conducting Market Research and Analysis
- Developing Buyer Personas

03

2 hours

Sales Techniques and Strategies

TOPICS

- Sales Process Overview: Prospecting to Closing
- Effective Sales Techniques and Negotiation Skills
- Building and Maintaining Customer Relationships

04

2 hours

Marketing Strategies and Campaigns

TOPICS

- Marketing Mix: Product, Price, Place, Promotion
- Creating Marketing Campaigns and Initiatives
- Measuring Marketing Performance and ROI

05

2 hours

Digital Marketing Essentials

TOPICS

- Introduction to Digital Marketing Channels (e.g., SEO, PPC, Social Media)
- Developing Digital Marketing Strategies
- Implementing and Optimizing Digital Marketing Campaigns

06

2 hours

Brand Management and Positioning

TOPICS

- Importance of Branding in Marketing
- Brand Identity Development
- Strategies for Brand Positioning and Differentiation

07

2 hours

Sales Forecasting and Pipeline Management

TOPICS

Sales Forecasting Techniques and Methods · Managing Sales Pipelines and Opportunities · Utilizing CRM Systems for Sales Management

08

2 hours

Sales and Marketing Analytics

TOPICS

- Introduction to Sales and Marketing Analytics
- Key Metrics and KPIs for Sales and Marketing Performance
- Using Data Insights to Drive Decision Making

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

FLEXIBLE DELIVERY

Learn the Way That Suits You

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Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

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