

# Online Digital Sales Training

9 10 11 12 May, 2020



This training is in partnership with  
General Computers & Electronics Co. Amman  
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PHAROS Training & Consultancy – Turkey

## **Who should attend the Training**

Sales and Promotion, Online sales manager and assistants, e-commerce platforms managers/owners, Business 2 Customers and Business 2 Business Lead Gen. promoters, Branding Managers, Small business owners , Marketing Managers

## **Date**

9,10,11,12 MAY, 2020

from 11:00 AM - 1:00 PM

## **Training Fees**

300 USD

## Training Agenda

DAY 1	DAY 2	Day 3	Day 4
<ul style="list-style-type: none"> <li>- What is "Digital Sales"</li> <li>- Why Inbound Marketing/Sales Techniques is the key to your business online sales success</li> <li>- What is Social Media Marketing and how to generate sales leads</li> <li>- Virtual Sales Pipeline Funnel</li> </ul>	<ul style="list-style-type: none"> <li>- Developing Personas for best Sales Offers</li> <li>- How to Integrate channels for virtual sales into business website</li> <li>- How to integrate channels for virtual sales into social media channels</li> <li>- What is Online Customer Relationship Management System?</li> <li>- Customer Journey</li> </ul>	<ul style="list-style-type: none"> <li>- How to integrate HubSpot Sales and Marketing Platform into business online sales channels</li> <li>- How to create online leads for B2B Sales</li> <li>How to create online leads for B2C Sales</li> <li>- How to optimize Search Engine Marketing (SEM) for direct online sales</li> <li>- How to optimize Search Engine Optimization (SEO) on your business website to educate or sale to online customers</li> </ul>	<ul style="list-style-type: none"> <li>- How to improve online engagement on Social Media</li> <li>- How to improve online direct sales on Social Media</li> <li>- Why Chatbots are the future on online sales</li> <li>- Google Analytics and Optimization</li> <li>- How to convert online users to clients</li> <li>- How to convert clients to lifetime clients</li> </ul>