

Digital Sales Training - Amman

DAY 1 (July 20 – 10:00 AM – 4:00 PM)

- What is Digital Sales?
- Why Inbound Marketing/Sales Techniques is the key to your business online sales success
- What is Social Media Marketing and how to generate sales leads
- Virtual Sales Pipeline Funnel

DAY 2 (July 21 – 10:00 AM – 4:00 PM)

- Developing Personas for best Sales Offers
- How to Integrate channels for virtual sales into business website
- How to integrate channels for virtual sales into social media channels
- What is Online Customer Relationship Management System?
- Customer Journey
- How to integrate HubSpot Sales and Marketing Platform into business online sales channels

Day 3 (July 22 – 10:00 AM – 4:00 PM)

- How to create online leads for B2B Sales
- How to create online leads for B2C Sales
- How to optimize Search Engine Marketing (SEM) for direct online sales
- How to optimize Search Engine Optimization (SEO) on your business website to educate or sale to online customers
- How to improve online engagement on Social Media
- How to improve online direct sales on Social Media
- Why Chatbots are the future on online sales
- Google Analytics and Optimization