



SALES  
+  
MARKETING  
↓  
GROWTH

# MODULE 06

## SALES & MARKETING STRATEGIES

### ABOUT THIS MODULE

This certificate course in Sales and Marketing is designed to help participants to develop an understanding of sales and marketing fundamentals and explore different career paths in the field., and is delivered in approximately 16 hours/2-days. It covers everything you need to know about sales: from preparing and planning, relationship building, objection handling techniques, and closing the deal at a brilliant price. It looks at lots of real life examples and gives practical tools you can use right away to get better results. By the end of this course, the participants will be able to understand:

- Understand the importance of sales and marketing
- Be able to prepare strategic planning
- Understand in planning and implementing market research
- Understand in using marketing mix strategies
- Be able to prepare a sales plan
- Understand effective selling process
- Understand Steps to build a great sales relationship
- Increase selling efficiency

### TOPICS INCLUDED

- **Basic Principles of Marketing**
- **Digital Marketing**
- **Content Marketing**
- **Running A Marketing Campaign**
- **Selling Strategies**

### WHO SHOULD ATTEND?

The course is designed for those who wants a strong foundation in sales & marketing strategy. It develops your practical skills and provides the latest theory in Sales and Marketing Strategies. It is ideal if you are taking on a new management role and want to become an effective business leader. Business owners or employers from any industry who are interested in developing the skills needed to analyze and create sales & marketing strategy are highly encouraged.

## Course Fee

The most affordable course to acquire valuable knowledge and skills to unlock your entrepreneurial potential.



### FULL COURSE

Enroll full course and master your entrepreneurial skills to the fullest.



### SINGLE MODULE

Select and pay for any single module course(s) specific to your area of interest and needs.



### 20% DISCOUNT

Join the FULL Course or any SINGLE MODULE, **ONLINE via zoom** and get an additional **20% discount**

### Full Course Fee

**825\$**

Normal Price

**725\$**

Early Bird

### Per Module Fee

**195\$**

Normal Price

**175\$**

Early Bird

“ Invest in the Executive Certificate in **ENTREPRENEURSHIP AND SMEs DEVELOPMENT** course to learn from experienced entrepreneurs and industry experts through interactive sessions and case studies & master essential business tools and techniques to launch and grow your venture.”

## Contact Us For More Information :

 015 728 123 | 092 888 955

 [training@edi-cambodia.org](mailto:training@edi-cambodia.org)

 @edi\_cambodia

To **Register** a Course: Scan **QR CODE**



Limited Seats.  
Enroll Today!



# GROW YOUR **ENTREPRENEURSHIP JOURNEY WITH US**

Take the first step towards your dream with our empowering course. Enroll now!

*Empower your future as a business owner. Level up your entrepreneurial skills with our practical strategies & expert guidance.*

