

TRAINING ON SALES AND MARKETING

- **Sell Smarter, Market Sharper: Master the Art of Business!**



ABOUT US

Welcome to Pertecnica, your gateway to skill elevation! We specialize in providing targeted training for employees, equipping them with the tools to excel in their roles. Our expert-led programs ensure a seamless blend of theory and practical application, fostering continuous growth. At Pertecnica, we don't just train; we empower professionals for success in today's fast-paced work landscape.



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SPECIALIZED TRAINING PROGRAMS

- for Sales and Marketing

Pertecnica Engineering emerges as a pioneer among India's top-tier employee training institutes, specializing in elevating sales and marketing acumen for professionals. Our tailored services in this domain are meticulously designed to impart comprehensive knowledge and strategies essential for driving business growth. Our approach amalgamates theoretical frameworks with hands-on experiences, empowering individuals to adapt to dynamic market landscapes and craft impactful sales strategies. Pertecnica Engineering's sales and marketing training not only enhances skill sets but also fosters a customer-centric mindset, enabling teams to drive revenue, build lasting relationships, and achieve unparalleled success in today's competitive markets, enhancing overall productivity and organizational excellence.

Employee Trainings for Sales and Marketing

Basic Sales and Marketing Skills	Advanced Sales Techniques	Digital Marketing Training
<ul style="list-style-type: none"> • Introduction to sales and marketing principles. • Understanding customer needs and buying behavior. • Developing effective communication and persuasion skills. 	<ul style="list-style-type: none"> • Strategies for building rapport and trust with customers. • Consultative selling and solution-based sales. • Overcoming objections and closing deals. 	<ul style="list-style-type: none"> • Search engine optimization (SEO) and content marketing. • Social media marketing and advertising. • Email marketing and online lead generation.



Brand Management:

- Brand identity and positioning.
- Creating and maintaining brand equity.
- Brand strategy development.

Customer Relationship Management (CRM):

- Using CRM software effectively.
- Customer segmentation and targeting.
- Customer retention strategies.

Product Knowledge Training:

- In-depth knowledge of the products or services offered.
- Features, benefits, and value propositions.
- Competitive analysis and differentiation.

Sales Enablement:

- Sales collateral and tools.
- Training on sales enablement software.
- Sales process optimization.

Content Marketing and Copywriting:

- Content creation and marketing strategies.
- Writing persuasive sales and marketing copy.
- Content distribution and engagement.

Market Research and Analysis:

- Market research methodologies.
- Competitive analysis and industry trends.
- Using data and analytics for informed decision-making.

Sales and Marketing Automation:

- Using marketing automation platforms.
- Lead nurturing and scoring.
- Marketing analytics and reporting.

Retail Sales and Merchandising:

- Visual merchandising and store layout.
- Retail sales techniques and customer service.
- Inventory management and product displays.



B2B Sales and Account Management:

- Building and maintaining relationships with business clients.
- Negotiation and contract management.
- Sales forecasting and key account strategies.

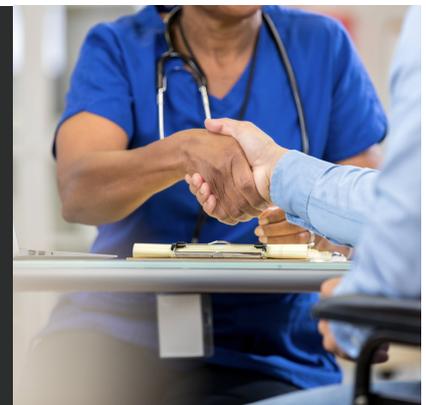


Hospitality and Tourism Sales and Marketing:

- Hotel and destination marketing.
- Sales strategies for travel and tourism.
- Event marketing and promotions.

Healthcare Marketing and Patient Acquisition:

- Healthcare marketing regulations and compliance.
- Patient acquisition strategies.
- Reputation management for healthcare providers.



Nonprofit and Fundraising Marketing:

- Fundraising and donor cultivation strategies.
- Nonprofit marketing and storytelling.
- Grant writing and fundraising campaigns.



