

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.



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.



Why Choose Pertechnica Engineering?

- **Expertise & Relevant Experience:** We have in-depth expertise in the specific subject matter and relevant industry experience. This ensures that the training is not only theoretically sound but also practically applicable to real-world scenarios in the company's specific field.
- **Customization and Relevance of Content:** Our tailored programs that align with the company's objectives, culture, and the specific skill gaps of the employees are highly valued.
- **Measurable Outcomes and ROI:** Our training will lead to tangible improvements in employee performance and productivity, thereby offering a strong return on investment (ROI).
- **Flexibility & Innovative Delivery Methods:** Flexibility in terms of scheduling, format (in-person, online, hybrid), and adaptability to different learning styles. We offer innovative and engaging training methods that keep employees motivated and facilitate effective learning.

