



English for Sales & Marketing

A one-week course for Sales and Marketing Specialists

Dates

January 15-19 2018

June 4-8 2018

September 10-14 2018

Course Structure

This is 40-hour intensive group course for a maximum of 6 Sales and Marketing managers. The course runs from 09.00 to 17.00, Monday to Friday. Trainers are all experienced professionals in this area.

Course Content

We shall try to include the special areas of interest of the participants but the core content will cover:

- Sales and Marketing Terms
- Making a Sales Presentation
- Describing Products
- Describing Services
- Making Arrangements
- Negotiating a Sale
- Socializing with Customers
- Writing Proposals
- Market Analysis
- "The Four Ps"
- Building Client Relationships
- Contract Terms
- Promotion Campaigns
- Advertising
- The Sales Pitch
- Image and Brand
- Managing the Team
- Targets and Forecasts

Admission Criteria

Age: 23 minimum

English Level: Intermediate minimum

Course Price: £1000 per person per week

This includes all daily transport, lunch with trainers in pubs/restaurants, midweek social evening, materials, daily refreshments, end of course report etc.

Accommodation: Available in Executive Host Families, Hotels or Apartments from £325 per week.