

One day In-person Training

Unlock Your Team's Potential with

# EFFECTIVE SELLING AND MARKETING SKILLS

What the Training will cover:

- Understanding Sales and Marketing Principles.
- Effective sales planning and execution
- Building a winning sales presentation.
- Personal Branding for Sales Professionals.
- Strategic Prospecting and Lead Generation
- Digital marketing techniques for Sales Acceleration.
- Handling Customer Objections Effectively.
- Customer Relationship Management

## Award

Certificate of completion

**Venue** Bondrich training Facility

Plot103/104 | Block232 Lico Holdings

**Note:** The Training fees will cover training materials, Meals and facilitation

SATURDAY  
31ST JANUARY  
2026.  
9am - 5pm

TRAINING  
FEE : UGX  
200,000

CONTACT THE ADDRESS BELOW TO REGISTER



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# Training Overview

In today's competitive marketplace, selling and marketing must work in seamless harmony. This course is designed for professionals who want to master the integration of strategic marketing principles with advanced selling techniques. Participants will learn how to build stronger brands, generate quality leads, and convert opportunities into lasting customer relationships, driving sustainable revenue growth.

## How will this Training Course be Presented?

This course uses a dynamic blend of interactive lectures, real-world case studies, and hands-on simulations. Delegates will work on developing a personal sales and marketing playbook, engage in lead generation exercises, and participate in simulated sales pitches integrating marketing assets.

## What are the goals?

By the end of this training course, delegates will be able to:

- Integrate core marketing strategies into the sales process for a unified approach.
- Develop a compelling value proposition that resonates with target audiences.
- Utilize digital marketing tools to generate and nurture sales leads.
- Apply advanced consultative selling and storytelling techniques to engage buyers.
- Measure and optimize the ROI of both sales and marketing activities.

## Who is this Training Course for?

This training course is suitable to a wide range of professionals but will greatly benefit:

- Sales Representatives and Account Executives.
- Marketing Executives and Managers.
- Business Development Professionals.
- Small Business Owners and Entrepreneurs.
- Professionals in customer-facing roles seeking to enhance their commercial impact.



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