

# Effective Sales Strategies

## Introduction

In today's tough economic times, companies are looking for ways to increase sales, overall revenues, productivity and effectiveness without spending a fortune. Success or failure in business is a result of whether the management have in place some well tested effective sales strategies.

Some organisations have managed to survive harsh competitions in the marketplace by practicing good sales strategies as it can be a major growth engine.

This course is designed to enable the participants to implement the effective sales strategy to increase market share.

The benefit of this programme is to equip participants with various set of knowledge and skills in developing and implementing effective sales strategies to be in line with company direction.



## Key Learning Outcomes

By the end of the course, participants should be able to:

- Implement strategies in seeking for new customer.
- Implement sales strategies to increase market share.
- Lead the sales team effectively.

## Duration

3 Days

## Target Participants

Managing Director, Chief Executive Officer, Executive Director as well as Sales and Marketing Directors, Managers, and Executives