

# SALES MASTERY IN THE DIGITAL AGE

Start Date:	13/10/2025	End Date:	17/10/2025
Categories:	Sales & Customer Service	Venues:	Barcelona
Formats:	In Person	Instructors:	

## OVERVIEW

This course equips sales professionals with the skills and strategies needed to thrive in today’s digitally-driven marketplace. Participants will explore modern sales techniques, digital tools, and customer engagement methods that align with changing buyer behaviors and expectations.

## OBJECTIVES

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

- Adapt to the evolving digital sales landscape and customer journey.
- Utilize social selling, CRM systems, and data analytics to enhance outreach and follow-up.
- Build engaging virtual sales presentations and digital rapport.
- Align sales strategies with content marketing and digital communication trends.
- Close deals effectively across multiple channels and platforms.

## COURSE OUTLINE

1- The Modern Buyer’s Journey and Digital Selling Mindset  
2- Leveraging Digital Tools: CRM, Social Media & Automation  
3- Virtual Communication & Relationship Building  
4- Data-Driven Sales Strategies and Funnel Optimization  
5- Integrating Sales with Marketing in a Digital Environment

## TARGET AUDIENCE

Sales professionals, digital marketers, account executives, and customer relationship managers navigating digital transformation in sales.

## METHODOLOGY

Live tool demonstrations, digital role-play scenarios, peer coaching, video pitch reviews, and analytics-based exercises.

## CONCLUSION

Participants will leave the course with a future-ready digital sales toolkit, enabling them to connect with buyers, build trust, and close deals in the virtual world.

## DAILY AGENDA

### Day 1: Understanding Today's Buyer

Explore how technology has reshaped buying behaviors and what it means for sales professionals.

### Day 2: Digital Sales Tools & Tactics

Learn how to use CRMs, LinkedIn, email sequences, and automation for smarter sales execution.

### Day 3: Selling Virtually & Building Online Rapport

Practice high-impact communication techniques for remote selling and relationship building.

### Day 4: Using Data for Sales Intelligence

Leverage sales analytics to prioritize leads, forecast pipelines, and increase conversion.

### Day 5: Omnichannel Selling Success

Align messaging across digital touchpoints and integrate sales with marketing for end-to-end engagement.

*For more information, please contact us:*

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