

SALES MASTERY IN THE DIGITAL AGE

Start Date:	25/05/2026	End Date:	29/05/2026
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

All Supervisory Levels, 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.

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