Marketing & Sales · MS230

Digital Sales

Barcelona (Spain) · 7 - 11 Dec 2026

Date	Venue	Duration
7 - 11 Dec 2026	**Barcelona (Spain)**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**MS230**	**English**

Introduction

Welcome to the Digital Sales Training Programme, a comprehensive course designed to empower sales professionals with the skills and knowledge needed to thrive in the digital era. In a world where technology is transforming the sales landscape, this programme equips participants with the tools to leverage digital channels for effective selling.

Course Objectives of Digital Sales

Upon completing this programme, participants will be able to:

- Understand the fundamentals of digital sales and its impact on traditional selling approaches.
- Develop proficiency in utilising digital tools and platforms for prospecting, engagement, and conversion.
- Enhance communication skills in the context of virtual interactions and online presentations.
- Learn to leverage data and analytics for informed decision-making in the sales process.
- Adapt sales strategies to align with changing customer behaviours and preferences in the digital age.

Course Methodology of Digital Sales

This programme will employ a combination of engaging learning methods, including:

- Lectures and Expert Insights: Leading industry experts will share their insights and best practices.
- Case Studies: Analyse real-world talent acquisition challenges and solutions.
- Group Discussions: Engage in meaningful discussions and share experiences with peers.
- Role-Playing and Simulations: Practice scenarios to enhance skills.

Organisational Impact of Digital Sales

This training programme will have a positive impact on organisations by:

- Improved sales performance through effective utilisation of digital channels.

- Increased efficiency in lead generation and conversion processes.
- Enhanced customer engagement and satisfaction in the online realm.
- Alignment with industry best practices for digital sales methodologies.

Personal Impact of Digital Sales

Participants will experience personal growth and development, including:

- Strengthened digital sales skills leading to career advancement opportunities.
- Increased confidence in navigating and utilising digital tools for sales activities.
- Expanded professional network through effective online communication.
- Ability to stay ahead of industry trends and adapt to evolving market dynamics.

Who Should Attend

This training programme is ideal for:

- Sales professionals
- Account executives
- Business development representatives
- Anyone looking to enhance their sales skills in the digital environment.

Course Outline

Day 1

Foundations of Digital Sales

- Introduction to Digital Sales Landscape
- Understanding the Digital Buyer's Journey
- Integrating Digital and Traditional Sales Approaches

Day 2

Digital Tools for Prospecting and Outreach

- Utilising Social Media for Prospecting
- Email Marketing Strategies for Sales
- Introduction to Sales Automation Tools

Day 3

Effective Communication in Virtual Environments

- Virtual Sales Presentations and Pitching
- Building Trust and Rapport Online
- Handling Objections in Virtual Interactions

Day 4

Leveraging Data for Informed Sales Decisions

- Importance of Data in Digital Sales
- Analysing Customer Data for Personalised Selling
- Introduction to Customer Relationship Management (CRM) Systems

Day 5

Adapting Sales Strategies to Changing Landscapes

- Navigating Market Trends in the Digital Era
- Agile Selling: Responding to Customer Needs
- Creating a Personalised Digital Sales Action Plan

Register or ask about this course online

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