Marketing & Sales · MS230

# Digital Sales

Online · 20 - 24 Dec 2026

| Date | Venue | Duration |
|---|---|---|
| **20 - 24 Dec 2026** | **Online** | **1 Week** |
| Fee | Ref | Language |
| **£1,400 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

https://www.hplustraining.com/cities/online/digital-sales-63136

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