



Sales, Marketing and Customer Service

Certificate in sales and marketing analysis

Course Introduction

Sales analysis helps to determine the attractiveness of the market and to understand the evolving opportunities and threats as they relate to the strengths and weakness of the firm, whereas marketing analysis studies the attractiveness and the dynamics of a special market within a special industry.

Marketing Analysis

This course will help the participants to understand in-depth sales and marketing analysis which is very much important for developing sales strategies, building a business plan or for the search for new sales channels up to investment opportunities as well as sales and budget planning.

Target Audience

- Sales Executives
- Business Development Executives
- Sales / Marketing Managers
- Account Managers / Relationship Managers
- Sales Directors
- Teachers / Trainers
- Leaders
- Students
- Head of Department
- Art Directors
- HR professional
- Career shifters
- Business Owners / Entrepreneurs
- Social Media Specialist
- SEO Specialist
- Customer Service Officers

Learning Objectives

At the end of the training course, participants will be able to

- Understand in-depth sales and marketing analysis.
- Gain knowledge of the consumer need for a product or service the business is offering to the public
- Learn how to avoid mistakes and overcome any possible problem about a company's marketing and sales strategies
- Conduct the sales and marketing analysis.

Course Outline

- **01 Day one**

Sales Analysis

- What is sales analysis?
- Types of sales analysis
- Market Research

- **02 Day Two**

Prescriptive Analysis

- Diagnostic Analysis
- Sales Effectiveness Analysis
- Product Sales Analysis

- **03 Day Three**

Sales pipeline analysis

- Predictive sales Analysis
- Importance of sales analysis
- How to Perform a Sales Analysis
- Sales Report Analysis

- 04 Day Four

Marketing analysis

- What is market analysis
- Different methods of market analysis

- 05 Day Five

Difference between Market analysis and market structure?

- Content and structure of market analysis
- How to conduct market analysis?
- What is the need to do a market analysis?

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 28, 2025	May 2, 2025	5 days	4250.00 \$	UAE - Dubai
July 14, 2025	July 18, 2025	5 days	4950.00 \$	Italy - Milan
Oct. 5, 2025	Oct. 9, 2025	5 days	4250.00 \$	KSA - Riyadh