

Digital Transformation in Sales and Marketing

Build solid relationships online, ensuring client satisfaction and repeat business

8th – 9th July 2019
The Ritz-Carlton, Kuala Lumpur, Malaysia

At the end of the course, each attendee will receive a free downloadable copy of Vic William's book "Influence & Impact Your Market"

Major Benefits of Attending

By end of this course, delegates will be able to:

- **LEVERAGE** advanced digital tools and methods in the sales cycle and acquire more relevant leads
- **UNDERSTAND** the importance of personalized, quality content
- **DEVELOP** a fully integrated selling strategy
- **ENHANCE** your social presence to influence buyer decisions
- **APPLY** social selling tools to increase online sales conversions
- **BUILD** stronger customer engagement and shorten the sales cycle
- **UTILIZE** CRM and sales intelligence tools to boost customer loyalty and retention

Why you Should Attend?

This 2-day course will equip delegates with the practical skills and confidence to engage with customers and generate new business by exploiting free and easy to use social media channels and digital tools. Sales professionals who use Social Selling outperform salespeople who use old sales methods. Traditional sales and marketing methods such as cold calling and direct mail are losing effectiveness.

Who Should Attend?

This course is designed for Directors, CEOs, Head of Departments, and Managers of:

- ✓ Marketing
- ✓ E-Commerce
- ✓ Customer Insight
- ✓ Analytics & Modelling
- ✓ Online Marketing/Strategist
- ✓ Digital Strategy
- ✓ Omni-Channel Retail
- ✓ Customer Communication
- ✓ CRM

Organized by: _____

