

2 DAYS MASTERCLASS

Our company is driving you to a regular and common people needs by the services



LEADERSHIP / SALES

In the Leadership and Sales module, participants will not only hone their skills in strategic decision-making and team motivation but will also refine their communication techniques for persuasive client interactions and successful deal closures. This course emphasizes the critical role of effective communication in relationship-building and sales, teaching employees how to articulate value propositions, retain customers, and execute upselling strategies. Through interactive scenarios and real-world exercises, attendees will master the intricacies of clear and impactful communication, learning how to inspire teams and effectively sell solutions. This concise, hands-on course equips your employees with the essential tools for leadership, sales, and communication excellence. By integrating advanced negotiation tactics and emotional intelligence into the curriculum, this module empowers participants to navigate complex business situations with ease, ensuring they can lead with confidence and drive sales even in challenging markets. Furthermore, it fosters a culture of continuous improvement and learning, enabling your organization to adapt swiftly to market changes and maintain a competitive edge through enhanced leadership and sales acumen.

MARKETING / AI

In this module, both established leaders and high-potential employees will immerse themselves in the evolving landscape of AI, Machine Learning, and global marketing strategies. This advanced program is designed for those already in leadership positions as well as those earmarked for future leadership roles, offering deep insights into cutting-edge marketing techniques. Participants will explore effective market research methodologies and gain a nuanced understanding of consumer behavior across diverse cultures. The curriculum is specifically crafted to enhance the skill sets of current and future leaders, highlighting the necessity of adapting marketing tactics to various cultural contexts and mastering the distinct dynamics of online and offline marketing on a global scale. The contrast between traditional print media and contemporary social media strategies is a key focus, providing a comprehensive view of the global marketing spectrum. By the end of this module, both existing and aspiring leaders will be equipped with an expansive global marketing perspective, crucial for driving success in today's interconnected business world. This dual focus ensures that your organization's leadership, both present and future, is adept at navigating and capitalizing on the complexities and opportunities of a technology-driven global market.

BENEFITS

AI, Machine Learning, and Global Marketing Strategies Module

- **Advanced Tech Knowledge:** Gains in understanding AI and Machine Learning in marketing.
- **Cross-Cultural Marketing Acumen:** Skills in tailoring marketing to different cultures.
- **Integrated Marketing Strategies:** Mastery of both digital and traditional marketing methods.
- **Data-Driven Decision Making:** Enhanced ability to make informed, analytical decisions.
- **Future Market Preparedness:** Readiness for evolving trends and consumer behaviors.

Leadership and Sales Module

- **Strategic Leadership:** Improved decision-making and team motivation capabilities.
- **Communication Mastery:** Advanced skills in persuasive client communication.
- **Customer Retention & Upselling:** Techniques for maintaining and expanding customer base.
- **Practical Application:** Hands-on learning through interactive, real-world scenarios.
- **Holistic Sales Approach:** Comprehensive understanding of the sales process and client engagement.



PRICE:

2 Days Masterclass with up to 8 employees (would be 450\$ per person / 225\$ per day)

Price: 3600\$