



Workshop on Advanced Core Marketing and Sales Skills for Business Professionals

January 5 - 9, 2026, 1st Run: Lagos & Port Harcourt

July 6 - 10, 2026, 2nd Run: Lagos & Abuja

For Tutor -Led Class: 9am – 4:30pm

Workshop fee: Lagos: N350, 000,

Abuja / Port Harcourt: N400, 000 per Participant

Delivery Mode: In-person / Live Virtual / Hybrid

Online course fee: N300, 000 per Participant

Available for In-plant Training

700 U\$D for foreign
Participants

Program Overview:

Advanced marketing and sales are now becoming true cross-functional competencies in the most successful organizations. Based on such facts, this course synchronizes sales, marketing and relevant digital practices to give business professionals of all levels and backgrounds a complete, in-depth and multi-dimensional insight into these disciplines. This 5-day course is a great opportunity to catch up with core practices and learn how these disciplines work together to create synergy and give your organization a clear competitive advantage in today's market place. You will get it all in one place and at one time; take the challenge!

For Whom:

The course will be of interest to a wide range of marketing, PR, communications, sales and operations professionals. It addresses professionals wishing to understand and build first-time competencies in marketing and sales; and current practitioners who would like to explore further skills in such disciplines

Learning Objectives:

At the end of the program, participants will be able to:

- define the scope of marketing and sales and understand their functions and fit in a business organization;
- conduct an effective marketing audit to examine the micro and macro environments of the company in order to build a consistent marketing plan;
- blend and synchronize online and offline campaigns by understanding the functions and platforms of digital marketing;
- master the selling process and develop sales opportunity plans to maximize sales revenues and profitability; and
- develop marketing and sales metrics to measure performance and ensure it is aligned with set objectives and desired results.

Course Outline:

Day 1: Core selling practices

- The sales process
- Milestones of the sales process
- The competitive analysis matrix
- Making powerful sales presentation

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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- Handling objections
- The buying and selling process
- Sales opportunity planning
- How to differentiate yourself from the competition

Day 2: Building strong business relationships

- Identifying the different buying personas
- Recognizing the different decision roles
- Capturing the most significant sales opportunities
- Marketing for sales people
- The seven musts of marketing
- Tips for getting the best buyers

Day 3: Measuring marketing and sales effectiveness

- Running effective meetings between marketing and sales
- Sales and marketing communication tips
- Suggested sales KPIs and metrics
- Suggested marketing KPIs and metrics
- Creating an effective balanced scorecard

Day 4: Core marketing practices

- The marketing mix: setting the scene
- Understanding the marketing environment
- Various marketing analysis techniques:
- Competition analysis
- Michael Porter analysis
- PEST analysis

Day 5: The Marketing Plan

- A suggested marketing plan framework:
- SWOT analysis
- TOWS analysis
- Criteria for prioritizing action plans
- Conducting a full marketing audit
- Writing the strategic marketing plan

Training Methodology

Lectures, discussions, exercises, case studies, audio-visual aids will be used to reinforce these teachings/learning methods.

LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogbia, Industrial Scheme, Ikeja, Lagos, Nigeria

2 – FAB By Toprank Hotel, Opposite Old Federal Secretariat Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

In-plant Fee Negotiable

WORKSHOP FEE:

**Workshop fee: Lagos: N350, 000 per Participant, VAT-N26,250
Abuja / Port Harcourt: N400, 000 per Participant, VAT-N30,000**
Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.
Union Bank of Nig. PLC: Account No: 0097961537
First Bank of Nig. PLC: Account No: 2033683960
Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814
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