

TECHNICAL KNOWLEDGE & SKILL MARKETING/SALES/CUSTOMER SERVICES		DURATION	
		SHORT	STANDARD
1	Marketing Strategy & Planning	2 Days	3 Days
2	Experiential Marketing Strategy & Planning	2 Days	3 Days
3	Sales Strategy & Planning	2 Days	3 Days
4	Customer Service Strategy & Planning	2 Days	3 Days
5	Shopper Marketing Strategy & Planning	2 Days	3 Days
6	International Business Development	2 Days	3 Days
7	Effective Sales Force Management	2 Days	3 Days
8	Effective Consultative Selling Skills	2 Days	3 Days
9	Effective Professional Selling Skills	2 Days	3 Days
10	Effective Customer Service Management	2 Days	3 Days
11	Retail Strategy & Planning	2 Days	3 Days
12	Effective International Marketing Strategy	2 Days	3 Days
13	Effective Brand & Branding Management	2 Days	3 Days
14	Effective Pricing Management	2 Days	3 Days
15	Effective Business Development	2 Days	3 Days
16	Effective Key Account Management	2 Days	3 Days
17	Integrated Marketing Communication	2 Days	3 Days
18	Effective Internet Marketing	2 Days	3 Days
19	Effective Trade Promotion	2 Days	3 Days
20	Effective Product Development	2 Days	3 Days
21	Develop and manage E-commerce	2 Days	3 Days
22	Leading and managing effective distribution	2 Days	3 Days
23	Customer Relationship Management	2 Days	3 Days
24	How to satisfy customer	2 Days	3 Days
25	Customer Delight Strategy and Planning	2 Days	3 Days