London TDM

Customer Service and Sales Training Courses

Course Venue: United Arab Emirates - Dubai

Course Date: From 17 May 2026 To 21 May 2026

Course Place: Downtown Dubai

Course Fees: 5,000 USD

Introduction

Welcome to the "Digital and Social Media Selling" course. This comprehensive, five-day course is designed to equip professionals with the essential skills and knowledge needed to effectively sell products and services in the digital age. Through a series of interactive sessions, participants will learn how to leverage various digital platforms and social media tools to reach new audiences, engage with potential customers, and boost sales performance.

Objectives

- Understand the fundamentals of digital selling and its importance in today's market.
- Learn how to identify and engage target audiences on social media platforms.
- Develop strategies to create effective digital sales funnels.
- Gain practical skills in utilizing social media tools for sales conversion.
- Measure and analyze sales performance using digital metrics.

Course Outlines

Day 1: Introduction to Digital Selling and Social Media

- Understanding Digital Transformation in Sales
- Overview of Digital Selling Channels
- Key Social Media Platforms for Selling
- Case Studies of Successful Digital Selling
- Interactive Workshop: Creating a Digital Persona

Day 2: Identifying and Engaging Target Audiences

- Segmentation and Targeting in Digital Sales
- Creating Buyer Personas
- Leveraging Social Media for Audience Engagement
- User-Generated Content and Community Building
- Practical Session: Audience Engagement Techniques

Day 3: Building Effective Digital Sales Funnels

- Understanding the Digital Customer Journey
- Designing Sales Funnels for Different Platforms
- Content Marketing Strategies for Sales Funnel
- Automation Tools for Funnel Integration
- Workshop: Designing Your Sales Funnel

Day 4: Utilizing Social Media Tools for Sales Conversion

- Introduction to Social Selling Tools
- Advertising and Promotions on Social Media
- Crafting Effective Sales Messages
- Closing Sales on Digital Platforms
- Hands-On Practice: Using Social Media Tools

Day 5: Measuring and Analyzing Sales Performance

- Key Metrics for Digital Sales Analytics
- Using Analytics Tools to Track Performance
- Adapting Strategies Based on Data Insights
- Reporting and Presenting Sales Data
- Final Project: Create a Sales Performance Report