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Why join our short courses?

Personal and professional development helps manage your own learning and growth throughout your career. Continuous learning helps open up new doors, keeps your skills and knowledge up to date and ensures you practice safely and legally.

About our courses:

- Video Content: we understand how online courses can be somewhat boring sometimes, therefore we have made the initiative to make our courses more video based, making it more effective for visual learners. E-Learning is an effective method in conveying large amounts of information in short periods of time.
- Exam: after completion of each course, you will sit a quick multiple choice test, to show what you have learned.
- Certificate: once you have completed the test, and depending on your score, you will receive a CPD course completion certificate to download for FREE.
- Each course equates to a credit of 1 or more.
- GLH: there are guided learning hours for every course. This will help you measure your performance.

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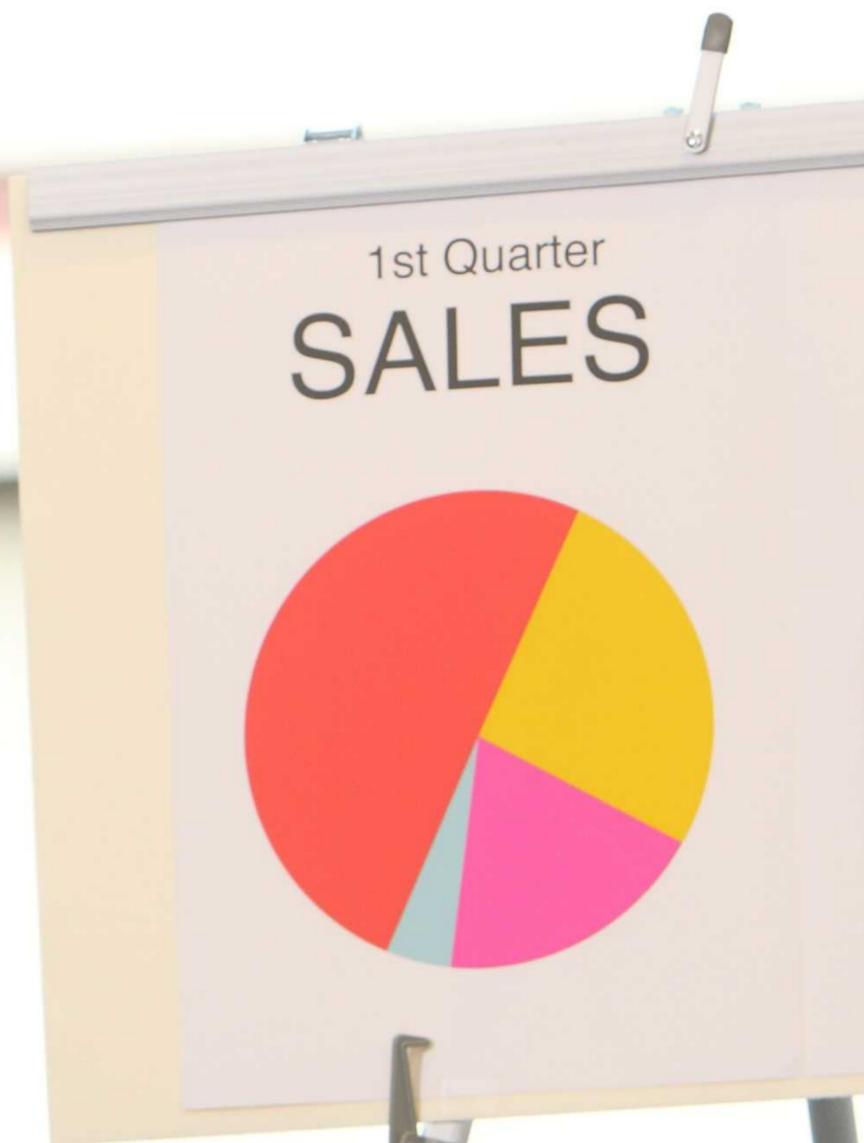
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Dynamite Sales Presentation



A great sales presentation does not demand that you have all the bells and whistles to impress the client with your technical skills. Rather, try impressing your clients with your knowledge of the products and services you sell and your understanding of their problems and the solutions they need. This content will help you teach participants how to create a winning proposal and how to turn it into a dynamite sales presentation.

- **Identify the key elements of a quality proposal**
- **Perfect your first impression, including your dress and your handshake**
- **Feel more comfortable and professional in face-to-face presentations**
- **Write a winning proposal**
- **Feel more comfortable and professional in face-to-face presentations**

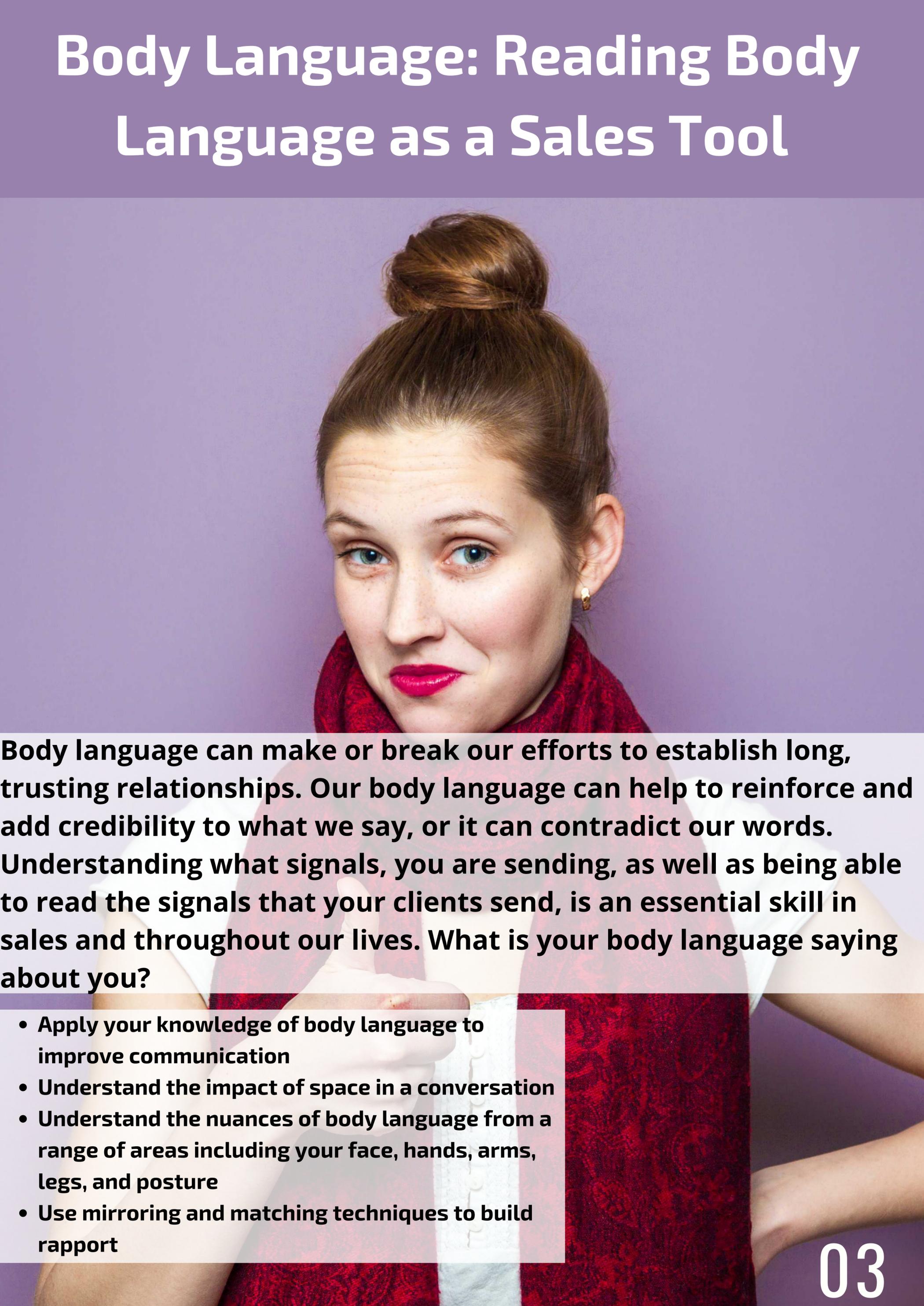
Marketing and Sales



A small marketing budget doesn't mean you can't meet your goals and business objectives. You just have to be more creative in your marketing tactics. This workshop will show you how to get maximum exposure at minimum cost. You will learn effective, low-cost, and non-cost strategies to improve sales, develop your company's image, and build your bottom line.

- What we mean by the term "marketing."
- How to use low-cost publicity to get your name known.
- How to develop a marketing plan and a marketing campaign.
- How to use time rather than money to market their company effectively.
- How to perform a SWOT analysis.

Body Language: Reading Body Language as a Sales Tool



Body language can make or break our efforts to establish long, trusting relationships. Our body language can help to reinforce and add credibility to what we say, or it can contradict our words. Understanding what signals, you are sending, as well as being able to read the signals that your clients send, is an essential skill in sales and throughout our lives. What is your body language saying about you?

- **Apply your knowledge of body language to improve communication**
- **Understand the impact of space in a conversation**
- **Understand the nuances of body language from a range of areas including your face, hands, arms, legs, and posture**
- **Use mirroring and matching techniques to build rapport**

Telemarketing - Using the Telephone as a Sales Tool

Virtually everybody in sales today sells over the phone at least part of the time. Perhaps it is time for you to evaluate how you use the telephone and where it fits into your sales and marketing mix.

This content will show you how the telephone can supplement, enhance, and sometimes replace other means of marketing and selling, and how this personal approach can dramatically increase your sales success. We will also talk about how to hone your communication skills, your ability to persuade, and techniques to personalise each sales call.

- **Build trust and respect with customers and colleagues.**
- **Warm up your sales approach to improve success with cold calling.**
- **Identify ways to make a positive impression.**
- **Identify negotiation strategies that will make you a stronger seller.**
- **Create a script to maximise your efficiency on the phone.**
- **Learn what to say and what to ask to create interest, handle objections, and close the sale.**

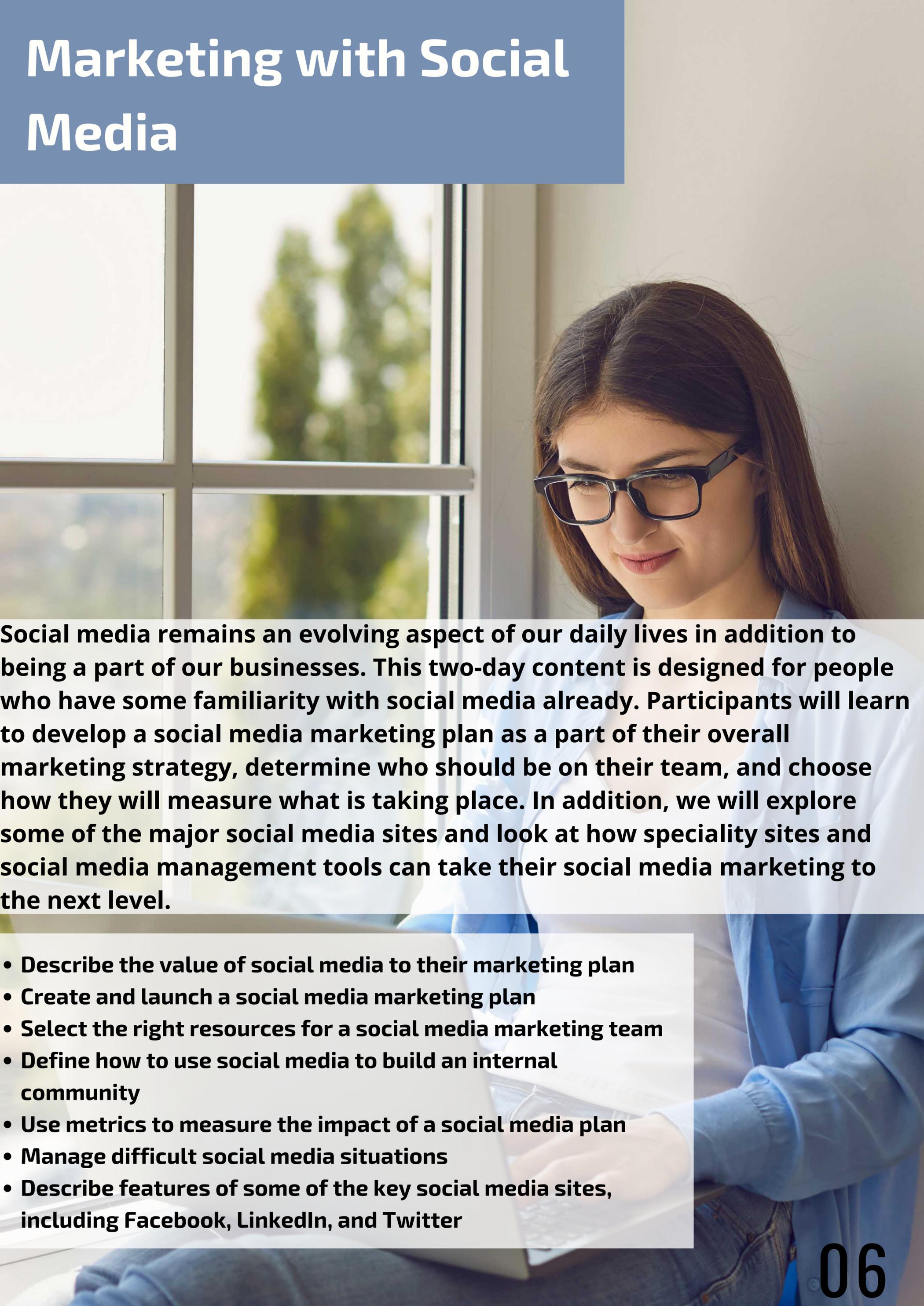
Building Relationships for Success in Sales



No one questions that making friends is a good thing. In this workshop, participants will discover that the business of business is making friends, and the business of all sales professionals is making friends and building relationships. Strategic friendships will make or break any business, no matter how big and no matter what kind of market.

- The benefits of developing a support network of connections.
- How building relationships can help you develop your business base.
- How to apply communication techniques to build your network.
- The key elements in strong working relationships, and how they might put more of these elements in your working relationships.
- Key interpersonal skills.

Marketing with Social Media

A woman with long dark hair and glasses is sitting at a desk, looking down at a laptop. She is wearing a light blue button-down shirt. In the background, there is a large window with a view of green trees outside. The lighting is bright and natural, suggesting a daytime office setting.

Social media remains an evolving aspect of our daily lives in addition to being a part of our businesses. This two-day content is designed for people who have some familiarity with social media already. Participants will learn to develop a social media marketing plan as a part of their overall marketing strategy, determine who should be on their team, and choose how they will measure what is taking place. In addition, we will explore some of the major social media sites and look at how speciality sites and social media management tools can take their social media marketing to the next level.

- **Describe the value of social media to their marketing plan**
- **Create and launch a social media marketing plan**
- **Select the right resources for a social media marketing team**
- **Define how to use social media to build an internal community**
- **Use metrics to measure the impact of a social media plan**
- **Manage difficult social media situations**
- **Describe features of some of the key social media sites, including Facebook, LinkedIn, and Twitter**

Introduction to E-Mail Marketing



E-mail marketing is here to stay, and knowing how to do it well is essential for marketers as well as small business owners, coaches, and consultants. In this two-day workshop you'll learn the essentials of planning, creating, and delivering exceptional e-mail marketing campaigns that support your overall marketing strategy. After this content, you will be able to reach more clients and potential clients through your efforts at being an e-mail influencer.

- Apply the concepts of e-mail marketing to grow the influence and reach of a business**
- Analyse the different applications of e-mail marketing**
- Select a campaign strategy that will help them increase their reach**
- Apply a defined strategy to get the best out of every e-mail campaign**
- Track and analyse the results of an e-mail campaign**

Accounting Skills for New Supervisors

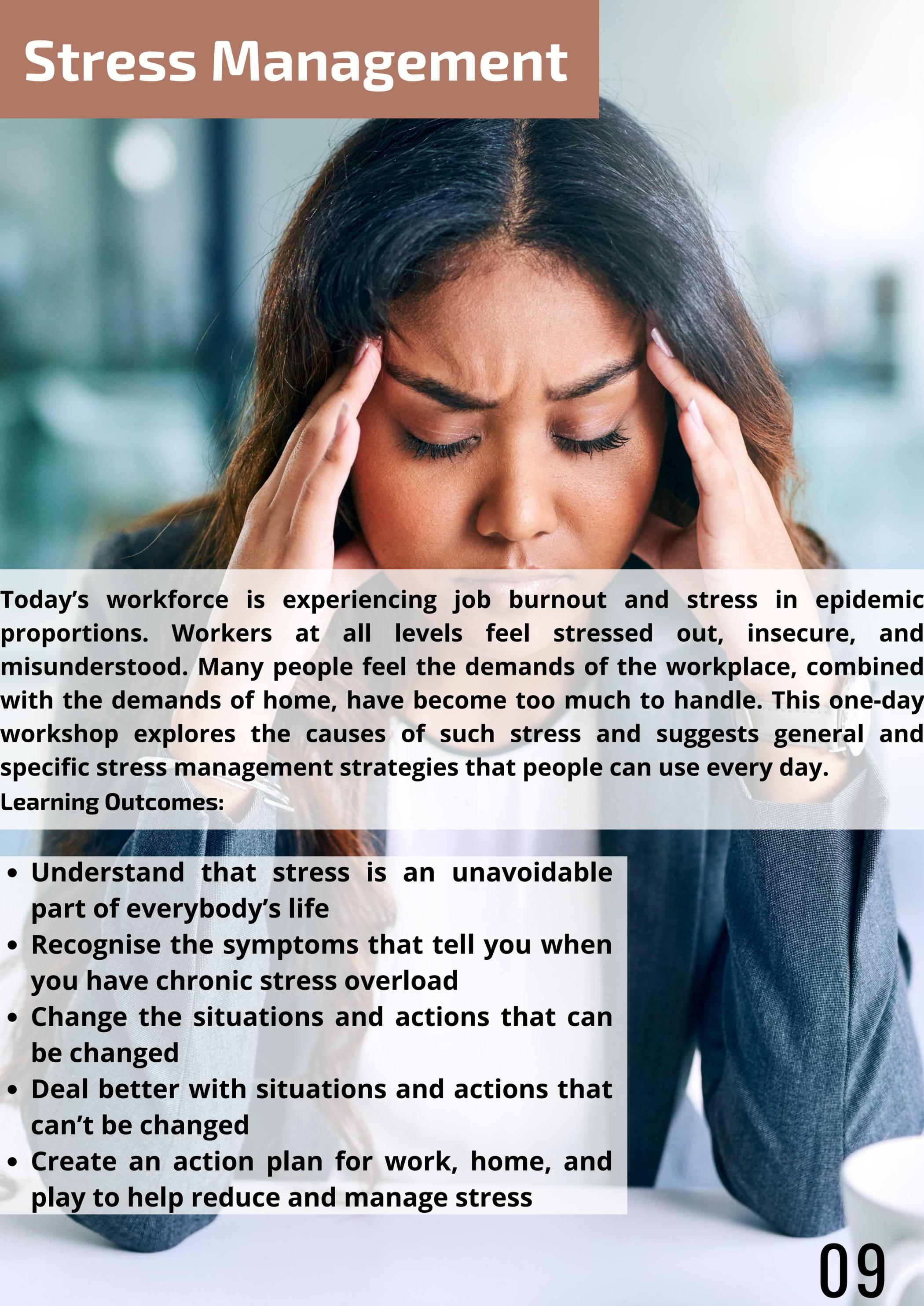


Many of us flinch when we hear terms like depreciation, cash flow, balance sheet, and (worst of all!) budgets. However, these are all important concepts to understand if you're going to succeed in today's business world, particularly as a supervisor. Even better, financial terms are not as scary as they seem! This content will give new supervisors the accounting skills they need for things to go smoothly.

- Describe the art of finance and financial management
- Explain key financial terms
- Determine your role in company finances
- Find the rules and regulations for your area and industry
- Discuss various types of financial reports, including income statements, balance sheets, cash flow statements, and statements of retained earnings
- Explain how a chart of accounts is created



Stress Management



Today's workforce is experiencing job burnout and stress in epidemic proportions. Workers at all levels feel stressed out, insecure, and misunderstood. Many people feel the demands of the workplace, combined with the demands of home, have become too much to handle. This one-day workshop explores the causes of such stress and suggests general and specific stress management strategies that people can use every day.

Learning Outcomes:

- Understand that stress is an unavoidable part of everybody's life
- Recognise the symptoms that tell you when you have chronic stress overload
- Change the situations and actions that can be changed
- Deal better with situations and actions that can't be changed
- Create an action plan for work, home, and play to help reduce and manage stress

Time Management

Our online Time Management content enables users to prioritise their work and manage it electronically, manage and plan their time to achieve goals in a manner that reduces stress, identify and eliminate time wasters and/or stealers and implement effective planning.

- **Barriers to successful time management**
- **Managing answer phone systems minimising checking times**
- **Establishing SMART goals & understanding their benefits**
- **Eliminate time-wasters**
- **Developing action plans for better time use**

Business Ethics for the Office



What exactly makes a decision ethical? The problem with ethics is that what may seem morally right (or ethical) to one person may seem appalling to another. This content will not provide you with an easy way to solve every ethical decision you will ever have to make. It will, however, help you define your ethical framework to make solving those ethical dilemmas easier. We'll also look at some tools that you can use when you're faced with an ethical decision. And, we'll look at some techniques you can use so you don't get stuck in an ethical quandary. Best of all, we'll look at a lot of case studies so that you can practice making decisions in a safe environment.

- Understand the difference between ethics and morals
- Understand the value of ethics
- Identify some of your values and moral principles
- Be familiar with some philosophical approaches to ethical decisions
- Identify some ways to improve ethics in your office
- Know what is required to start developing an office code of ethics
- Know some ways to avoid ethical dilemmas
- And many more

Beyond Workplace Politics

What exactly makes a decision ethical? The problem with ethics is that what may seem morally right (or ethical) to one person may seem appalling to another. This content will not provide you with an easy way to solve every ethical decision you will ever have to make. It will, however, help you define your ethical framework to make solving those ethical dilemmas easier. We'll also look at some tools that you can use when you're faced with an ethical decision. And, we'll look at some techniques you can use so you don't get stuck in an ethical quandary. Best of all, we'll look at a lot of case studies so that you can practice making decisions in a safe environment

- **Understand the difference between ethics and morals**
- **Understand the value of ethics**
- **Identify some of your values and moral principles**
- **Be familiar with some philosophical approaches to ethical decisions**
- **Identify some ways to improve ethics in your office**
- **Know what is required to start developing an office code of ethics**
- **Know some ways to avoid ethical dilemmas**
- **Have some tools to help you make better decisions**
- **Be familiar with some common ethical dilemmas**

Global Business Strategies



Opportunities to take a regional business into the global market make it possible to strategically, smartly, and profitably accomplish more than you can by staying local. To prepare, you need to set your business up for success by being open to learning, to applying new ideas, and to continually reviewing how you can create success in the global market.

Topics such as trade financing, regulatory considerations, international business planning, sustainability, and much more are included in this three-day content. The materials here are well suited for small and medium sized business leaders as they prepare to take their company into the global marketplace.

- Describe the complexities of doing business in a global context
- Discuss trends in global business
- Apply strategies and tools needed to help shift a regional business into a global enterprise
- Closely evaluate their current business operation and determine its readiness for moving into a global marketplace
- Create an international business plan and prepare it for implementation

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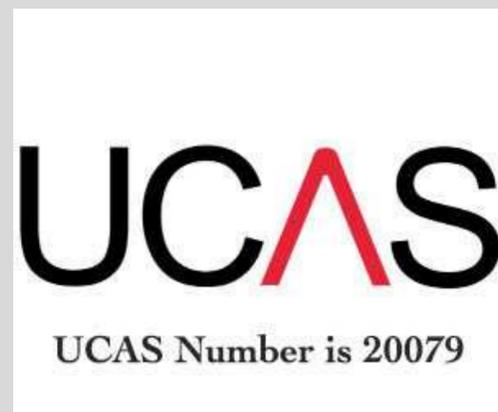


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