

BUSINESS GROWTH SERIES

Sales & Marketing Training

Master modern sales techniques, build strong customer relationships, and grow your business with practical skills you can use from day one.

"Sell Smarter. Market Better. Grow Faster."

Sales and marketing are the driving forces behind every successful business. No matter how good a product or service is, it can only succeed when the right customers know about it — and choose it over everything else available to them. That is where strong sales and marketing skills make all the difference.

Many salespeople rely on pushing products or repeating rehearsed scripts. Many businesses run marketing campaigns without a clear strategy or understanding of their customers. The result? Wasted effort, missed targets, and slow growth. The **GroomX Sales & Marketing Training** program changes that completely.

This course teaches you the modern, relationship-focused approach to sales and marketing — one that is built on understanding customer needs, communicating value clearly, building genuine trust, and using the right strategies to attract, convert, and retain customers. Whether you are a sales executive, a business owner, a marketing professional, or someone who is just starting out, this program gives you the practical tools to achieve real, measurable results.

You will learn not just what to do — but why it works. Every module is packed with real-world examples, practical exercises, and techniques you can apply immediately to start seeing results in your sales numbers, customer relationships, and business growth.

Why Choose This Course

Master modern, customer-focused selling

Move beyond pushy sales tactics. Learn how to understand what customers really need and position your product or service as the perfect solution.

Build a powerful marketing strategy

Learn how to identify your target audience, craft compelling messages, and choose the right channels to reach and engage your ideal customers.

Improve customer communication and persuasion

Learn the art of clear, confident, and persuasive communication that builds trust and moves customers from interest to decision.

Handle objections and close deals

One of the most valuable skills in sales — learn how to handle customer objections confidently and guide conversations to a successful close.

Build long-term customer relationships

The best salespeople do not just close deals — they build relationships. Learn how to retain customers, generate referrals, and create loyal advocates for your brand.

Practical, results-driven learning

Every session includes real-world exercises, case studies, and role-play so you leave with skills you can use immediately — not just theory.

Module Outline

1 Introduction to sales and marketing — understanding the big picture

What is the difference between sales and marketing, and how do they work together? This module gives you a clear overview of how modern businesses attract, engage, and convert customers — and where your role fits into that process.

2 Understanding your customer — the foundation of all selling

The best salespeople are the ones who understand their customers best. Learn how to identify customer needs, pain points, motivations, and buying behaviour — so you can always offer the right solution at the right time in the right way.

3 Your product or service — knowing what you are selling

You cannot sell effectively what you do not understand completely. This module teaches you how to analyse your product or service, identify its key benefits and unique selling points, and translate features into compelling value that resonates with customers.

4 The sales process — a step-by-step framework

Successful sales follow a clear process. Learn each stage — from prospecting and first contact, to needs assessment, presentation, handling objections, closing the deal, and following up — so every sales conversation has structure, direction, and purpose.

5 Prospecting and lead generation — finding the right customers

Sales begins before the first conversation. Learn how to identify and reach your ideal customers through various prospecting methods — referrals, networking, cold outreach, digital leads, and more — so you always have a healthy pipeline of potential customers.

6

Communication skills for sales — listening, questioning, and presenting

Great salespeople are great communicators. Learn the specific communication skills that make a difference in sales — active listening, asking the right questions, reading body language, and presenting your solution in a clear, confident, and compelling way.

7

Building trust and rapport — the heart of customer relationships

People buy from people they trust. This module teaches you how to build genuine rapport quickly, establish credibility, and create the kind of trust that turns a one-time customer into a long-term relationship and a loyal advocate for your brand.

8

Handling objections — turning no into yes

Every salesperson faces objections — "it is too expensive," "I need to think about it," "I am already using someone else." This module gives you a proven framework for welcoming, understanding, and responding to objections in a way that keeps the conversation moving forward.

9

Closing techniques — confidently asking for the sale

Many salespeople present well but struggle to close. Learn a range of natural, respectful closing techniques that feel right for different situations — so asking for the sale becomes a comfortable, confident part of every conversation rather than an awkward moment.

10

Marketing fundamentals — reaching the right audience

Marketing is about making sure the right people know about your product or service. Learn the core principles of marketing — target audience identification, brand positioning, key messaging, and the marketing mix — that form the foundation of any effective marketing strategy.

11

Digital marketing essentials — using online channels effectively

Today, a large part of marketing happens online. Get an introduction to digital marketing — including social media marketing, content marketing, email marketing, and basic SEO — and learn how to use these channels to attract and engage customers for your business.

12

Customer retention — keeping the customers you win

Winning a new customer is only the beginning. Learn proven strategies for customer retention — following up effectively, providing exceptional service, handling complaints well, and creating experiences that make customers want to come back and bring others with them.

13

Sales mindset and motivation — the inner game of selling

Sales requires resilience, confidence, and a positive mindset. This module addresses the psychological side of selling — how to handle rejection, stay motivated through difficult periods, build unshakeable self-confidence, and develop the mindset of a top performer.

14

Final review — personal sales and marketing action plan

In the final module, you bring everything together through role-play, case study analysis, and real-world practice exercises. Your trainer provides personalised feedback and helps you create a concrete sales and marketing action plan you can begin implementing immediately.

What You Will Be Able To Do After This Course

✓ Identify and reach your ideal customers

✓ Handle objections confidently and professionally

✓ Build trust and long-term customer relationships

✓ Use digital channels to attract customers online

✓ Communicate product value clearly and persuasively

✓ Close deals naturally without pressure tactics

✓ Create and execute a basic marketing strategy

✓ Retain customers and generate referrals consistently



Who Is This Course For?

Sales executives and teams

Sales professionals who want to sharpen their skills, hit targets consistently, and advance their careers.

Business owners and entrepreneurs

Anyone running their own business who wants to attract more customers, grow revenue, and build a stronger brand.

Freshers and career switchers

Anyone starting out in or transitioning into a sales or marketing role and wanting a solid practical foundation.

Frequently Asked Questions

Do I need sales experience to join this course?

No experience is required. This course is designed for all levels — from complete beginners to experienced sales professionals who want to refresh and sharpen their skills. The content is practical and immediately applicable regardless of your starting point.

Is this course useful for someone who runs their own business?

Absolutely. Business owners often have to sell and market their own products and services. This course gives you a complete set of skills to attract customers, communicate your value, and grow your business — even with a small or no dedicated sales and marketing team.

Does the course cover digital marketing or only traditional sales?

Both. The course covers the full spectrum — from core sales skills and face-to-face communication to digital marketing fundamentals including social media, content, and email marketing. You will leave with a well-rounded, modern skill set.

How is the course conducted?

Contact us at 9036111000 or visit our office to learn about current batch schedules and available formats. Both individual and group learning options are available.

What Our Students Say

★★★★★

"I was always nervous about cold calls and pitching to new clients. After this training, I understand the whole sales process — and my conversion rate has improved significantly. Best investment in my career."

Aditya R.

Sales Executive, Bangalore

★★★★★

"I run a small business and had no idea how to market myself properly. This course gave me a clear strategy and the confidence to go after the right customers. My enquiries doubled within two months."

Lakshmi N.

Business Owner, Bangalore

Start selling smarter and growing faster

Join GroomX and build the sales and marketing skills to attract more customers, close more deals, and grow your business.

Call us: **9036111000** | Visit our office in Bangalore anytime