SALES

Digital sales training

A training programme covering lead generation, sales funnels and customer communication through online channels.

690 AZN · Prices may change depending on current conditions.

Who is it for

Sales professionals · Marketing and sales teams · Entrepreneurs

Session plan

01 Digital sales mindset

- What is digital sales and why is it important?
- Key differences from traditional sales
- Structuring sales as a system

02 Customer and target audience analysis

- Creating a buyer persona
- Customer pain points, needs, and motivations
- Differences between B2B and B2C audiences

03 Traffic and lead generation

- Social media, advertising, and content channels
- Lead acquisition mechanisms
- The concept of a quality lead

04 Content-driven sales

- What is sales-driving content?
- Post, video, and message structures
- Building trust through content

05 Sales funnel

- Awareness → Consideration → Decision
- Appropriate messages for each stage
- Funnel optimization

06 Digital trust and social proof

- Reviews, case studies, and reputation
- Personal and corporate brand trust
- Impact of social proof on sales

07 Sales via DM, chat, and online communication

- Sales on Instagram, WhatsApp, and Telegram
- Message structure and the psychology of correspondence
- The journey from the first message to the sale

08 Handling online objections

- Objections: "It's too expensive," "Later," "Let me think about it"
- Digital customer psychology
- Non-confrontational sales approach

09 Online closing and finalizing the sale

- The right time to close
- Digital closing techniques
- Repeat sales and customer retention

10 Practical digital sales simulations

- Real-world sales scenarios
- Role-playing and live analysis
- Personal digital sales Developing the strategy

Contact and enrolment

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