



Consulting and Training | Reach New Heights

Course Name

Certificate in sales and marketing analysis

Sector Name

Sales, Marketing and Customer Service

Document Type

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Course Introduction

Sales analysis helps to determine the attractiveness of the market and to understand the evolving opportunities and threats as they relate to the strengths and weaknesses of the firm, whereas marketing analysis studies the attractiveness and the dynamics of a special market within a special industry.

Marketing Analysis

This course will help the participants to understand in-depth sales and marketing analysis which is very much important for developing sales strategies, building a business plan or for the search for new sales channels up to investment opportunities as well as sales and budget planning.

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Target Audience

- ✓ Sales Executives
- ✓ Business Development Executives
- ✓ Sales / Marketing Managers
- ✓ Account Managers / Relationship Managers
- ✓ Sales Directors
- ✓ Teachers / Trainers
- ✓ Leaders
- ✓ Students
- ✓ Head of Department
- ✓ Art Directors
- ✓ HR professional
- ✓ Career shifters
- ✓ Business Owners / Entrepreneurs
- ✓ Social Media Specialist
- ✓ SEO Specialist
- ✓ Customer Service Officers

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Learning Objectives

- ✓ Understand in-depth sales and marketing analysis.
- ✓ Gain knowledge of the consumer need for a product or service that the business is offering to the public
- ✓ Learn how to avoid mistakes and overcome any possible problem about a company's marketing and sales strategies
- ✓ Conduct the sales and marketing analysis.

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Course Outline

✓ **01 Day one**

Sales Analysis

- ✓ What is sales analysis?
- ✓ Types of sales analysis
- ✓ Market Research

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Course Outline

✓ 02 Day Two

Prescriptive Analysis

- ✓ Diagnostic Analysis
- ✓ Sales Effectiveness Analysis
- ✓ Product Sales Analysis

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Course Outline

✓ **03 Day Three**

Sales pipeline analysis

- ✓ Predictive Sales Analysis
- ✓ Importance of sales analysis
- ✓ How to Perform a Sales Analysis
- ✓ Sales Report Analysis

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Course Outline

✓ 04 Day Four

Marketing analysis

- ✓ What is market analysis
- ✓ Different methods of market analysis

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Course Outline

✓ 05 Day Five

Difference between Market analysis and market structure?

- ✓ Content and structure of market analysis
- ✓ How to conduct market analysis?
- ✓ What is the need to do a market analysis?

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 10, 2027	May 14, 2027	5 days	4250.00 \$	UAE , Dubai
July 26, 2027	July 30, 2027	5 days	4950.00 \$	Italy , Milan
Oct. 11, 2026	Oct. 15, 2026	5 days	4250.00 \$	KSA , Riyadh
Jan. 18, 2027	Jan. 22, 2027	5 days	4250.00 \$	UAE , Dubai

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