



Professional Development Institute  
info@pdi.org.uk  
+44 208 720 6582

## **Certified Marketing & Sales Specialist**

### **Certificate Overview**

This professional certificate has been designed to provide participants with solid knowledge about conventional marketing topics such as marketing planning, marketing audit, marketing communications, and marketing research skills. Professionals also will get practical ideas on how they can optimize their role as sales professionals and what tools to use to achieve outstanding results with sales in an increasingly competitive world.

### **What you will Learn - Key Takeaways**

Combine best practices, tools, and models to implement an effective marketing and sales management system.

Apply modern core sales management competencies to achieve sales results and business growth.

### **Target Audience**

This highly practical and interactive certification program has been specifically designed for professionals:

Marketing & Sales Executives, Managers, and Staff

Sales and operations professionals'

### **Certificate Outline**

Marketing concepts

Market segmentation, targeting and positioning.

Marketing communication and campaigns

The Product Life Cycle (PLC): a strategic approach

Marketing research

Digital Marketing

Internet Marketing (social media, E-marketing, Affiliate Marketing)

Sales Planning and Organizing Sales Operations

Sales Performance Management

Customer Relationship Management



**Professional  
Development  
Institute**  
Member of the IAB Group

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Registered in England and Wales 13240672



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Key Account Management

Dealing with Customer Complaints

**Exam Requirements**

Online Examination will need to be sat under controlled conditions at an PDI accredited centre.

70% passing grade.

Exam available in Arabic and English Language

3 Hours duration

Bachelor's degree/Higher Diploma in any field OR A minimum of three years' experience in the area.



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