

MODULE 5

EDUCATIONAL SALES AND MARKETING

The education market is constantly evolving, and effective marketing requires a specialized approach. This course will provide you with a comprehensive understanding of the unique challenges and opportunities within the educational sales and marketing landscape. Develop strong communication and relationship-building skills, and learn how to tailor your approach to the specific needs of educators and educational institutions.

Objective

Upon the completion of this two-day training, participants are expected to:

- Understand the importance of sales and marketing
- Be able to prepare strategic planning Understand in planning and implementing market research
- Understand in using marketing mix strategies
- Be able to prepare sales plan
- Understand effective selling process
- Understand Steps to building great sales relationship
- Increase selling efficiency

The certificate course in Educational Sales and Marketing is offered in approximately 16 hours OR 2-days. The course is based on a participatory, active learning approach, and group discussions by an Action Guide for Marketing Strategies and Sale Skills; Mr. Vong Bunvisal. Participants will receive a certificate of participation upon completion of the course.

Develop Your People, Grow Your Business

Who should attend?

This course is for Sales & Marketing Professionals, EdTech Entrepreneurs & Product Developers, or professionals who want to equip themselves with the skills and technologies to be a successful marketer within the education sector.

Topics Include

DAY 1: Marketing

- Module 1: Introduction to Marketing
- Module 2: Strategic Marketing Planning
- Module 3: Marketing Research and Analysis
- Module 4: The Marketing Environment
- Module 5: Understand Customer Decision Making
- Module 6: Business Buying Behavior
- Module 7: Business Market Segmentation
- Module 8: Marketing Mix Strategy (7 P's)

DAY 2: Sales

- Module 1: Introduction to Sales
- Module 2: Effective Sales Planning
- Module 3: Understand Personal Selling
- Module 4: Effective Selling Process
- Module 5: Sales Negotiation
- Module 6: Great Sales Relationship
- Module 7: Increase Sales Efficiency



Course Fee

The most affordable course to acquire valuable knowledge and skills to unlock your School Managerial potential.



FULL COURSE

Enroll full course and master your entrepreneurial skills to the fullest.



SINGLE MODULE

Select and pay for any single module course(s) specific to your area of interest and needs.



20% DISCOUNT

Join the FULL Course or any SINGLE MODULE, ONLINE via zoom and get an additional 20% discount

Full Course Fee

825\$

Normal Price

725\$

Early Bird

Per Module Fee

***195\$**

Normal Price

***175\$**

Early Bird

**Except for EDUCATIONAL LEADERSHIP course: 145\$ (Normal Price) & 115\$ (Early Bird)*

Join us and equip yourself with the knowledge, methods, and skills necessary to meet the challenges of today's school environments as a School Leader. At EDI, we are committed to professional development and help you stay up-to-date on the latest trends and best practices.

Contact Us For More Information :

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Scan **QR** To **Register** Course:



Limited Seats.
Enroll Today!