



**Sales, Marketing and
Customer Services**

**Training Plan
2022**



DISCOVERY TOOLS

Training, Consulting & Conferences Organizing

Sales & Marketing and Customer Services

Training Venues : (Istanbul/ Cairo/ Alexandria/ Sharm El Sheikh/ Dubai/ Kuala Lumpur/ London/ Austria/ Amsterdam)

Code	Course Title	Date
MSC 067	Advanced Selling Skills and Business Development Strategies	02 – 06 JAN 2022
MSC 068	Managing Marketing Communications for Business-to-Business	09 – 13 JAN 2022
MSC 069	Beyond Customer Service: Building a Customer Centric Organisation	16 – 20 JAN 2022
MSC 070	Marketing Excellence in Professional Service Organization	23 – 27 JAN 2022
MSC 071	Client Management Strategies for Retention and Growth	30 JAN – 03 FEB 2022
MSC 072	Marketing Strategies and Planning	06 – 10 FEB 2022
MSC 073	Creating a Marketing Plan for Business-to-Business	13 – 17 FEB 2022
MSC 074	Customer Relationship Management System - CRM System	20 – 24 FEB 2022
MSC 075	Creative Retail Selling and Visual Merchandising	27 FEB – 03 MAR 2022
MSC 076	Sales and Marketing Management MBA	06 – 10 MAR 2022
MSC 077	Customer Focused Management	13 – 17 MAR 2022
MSC 078	Social Media Marketing and Networking	20 – 24 MAR 2022
MSC 079	Customer Profiling Techniques and Procedures	27 – 31 MAR 2022
MSC 080	Strategic Selling and Value Propositions for Business to Business (B2B) Companies	03 – 07 APR 2022
MSC 081	Customer Service for the Public Sector	10 – 14 APR 2022
MSC 082	Professional Sales Manager	17 – 21 APR 2022
MSC 083	Digital Marketing Strategy	24 – 28 APR 2022



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MSC 084	Quality Customer Service for Supervisors and Managers	01 – 05 MAY 2022
MSC 085	Achieving Marketing Excellence in Service Organizations	08 – 12 MAY 2022
MSC 086	Market Research and Intelligence	15 – 19 MAY 2022
MSC 087	Customer Relations and Business Development Skills	22 – 26 MAY 2022
MSC 088	Mastering Sales Management Fundamentals	29 MAY – 02 JUNE 2022
MSC 089	Distribution Channels: Optimizing Market Penetration	05 – 09 JUNE 2022
MSC 090	Product Launch and Management	12 – 16 JUNE 2022
MSC 091	Key Account Management: Establishing Profitable Customer Relationships	19 – 23 JUNE 2022
MSC 092	Developing and Implementing Strategic Marketing Plans	26 – 30 JUN 2022
MSC 093	Managing Customers for Competitive Advantage	03 – 07 JULY 2022
MSC 094	Customer Satisfaction Measurement	10 – 14 JULY 2022
MSC 095	Mastering Sales and Marketing in the Age of New Social Media	17 – 21 JULY 2022
MSC 096	Certified Marketing Professional	24 – 28 JULY 2022
MSC 097	Sales and Operation Planning (S&OP)	31 JULY – 04 AUG 2022
MSC 098	Marketing for Better Results	07 – 11 AUG 2022
MSC 099	The Art and Science of Conceptual Selling	14 – 18 AUG 2022
MSC 100	Major Accounts Selling - Negotiating and Winning RFPs	21 – 25 AUG 2022
MSC 101	Retail Management Skills	28 AUG – 01 SEP 2022
MSC 102	Customer Service Excellence	04 – 08 SEP 2022
MSC 103	Managing Service Quality and Customer Satisfaction	11 – 15 SEP 2022
MSC 104	Strategic Brand Management	18 – 22 SEP 2022
MSC 105	Agile Product Management	25 – 29 SEP 2022
MSC 106	Sales Management Best Practices for Building a World-Class Sales Team	02 – 06 OCT 2022
MSC 107	Strategic Pharma Marketing	09 – 13 OCT 2022



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MSC 108	Advanced Customer Service Management	16 – 20 OCT 2022
MSC 109	Market Leadership and Marketing Strategies	23 – 27 OCT 2022
MSC 110	Professional Brand Manager	30 OCT – 03 NOV 2022
MSC 111	Marketing Communication	06 – 10 NOV 2022
MSC 112	Measuring and Managing Customer Satisfaction: ISO 9001 and Beyond	13 – 17 NOV 2022
MSC 113	Corporate Identity and Brand Management	20 – 24 NOV 2022
MSC 114	Content Marketing	27 NOV – 01 DEC 2022
MSC 115	Service Desk Analyst (SDA)	04 – 08 DEC 2022
MSC 116	Value-Based Marketing	11 – 15 DEC 2022
MSC 117	Mobile Marketing	18 – 22 DEC 2022
MSC 118	Personal Branding and Reputation Management in the Modern Workplace	25 – 29 DEC 2022