



**Sales, Marketing and  
Customer Services**

**Training Plan  
2023**



## Sales & Marketing and Customer Services

Code	Course Title	Date	Venue
MSC 230	Advanced Selling Skills and Business Development Strategies	01 – 05 JAN 2023	Istanbul
MSC 232	Managing Marketing Communications for Business-to-Business	08 –12 JAN 2023	Cairo
MSC 234	Telephone Customer Service	08 –12 JAN 2023	Dubai
MSC 236	Beyond Customer Service: Building a Customer Centric Organisation	15 – 19 JAN 2023	London
MSC 238	Customer Service Manager	15 – 19 JAN 2023	Istanbul
MSC 240	Marketing Excellence in Professional Service Organization	22 – 26 JAN 2023	Austria
MSC 242	Customer Complaints Handling and Management	22 – 26 JAN 2023	Amsterdam
MSC 244	Client Management Strategies for Retention and Growth	29 JAN – 02 FEB 2023	Istanbul
MSC 246	Customer Service for Government Employees	29 JAN – 02 FEB 2023	Kuala Lumpur
MSC 248	Marketing Strategies and Planning	05 – 09 FEB 2023	Istanbul
MSC 250	Dealing with Difficult Customers	05 – 09 FEB 2023	Istanbul
MSC 252	Creating a Marketing Plan for Business-to-Business	12 – 16 FEB 2023	Cairo
MSC 254	Certified Sales Manager	12 – 16 FEB 2023	Dubai
MSC 256	Customer Relationship Management System - CRM System	19 – 23 FEB 2023	London
MSC 258	Professional Selling Skills	19 – 23 FEB 2023	Istanbul
MSC 260	Creative Retail Selling and Visual Merchandising	26 FEB – 02 MAR 2023	Austria
MSC 262	Marketing Leadership Development	26 FEB – 02 MAR 2023	Amsterdam
MSC 264	Sales and Marketing Management MBA	05 – 09 MAR 2023	Sharm El Sheikh
MSC 266	Internet and Social Media Marketing	05 – 09 MAR 2023	Kuala Lumpur



MSC 268	Customer Focused Management	12 – 16 MAR 2023	Istanbul
MSC 270	Customer Retention and Loyalty	12 – 16 MAR 2023	Istanbul
MSC 272	Social Media Marketing and Networking	19 – 23 MAR 2023	Cairo
MSC 274	Coaching Customer Service Skills	19 – 23 MAR 2023	Dubai
MSC 276	Customer Profiling Techniques and Procedures	26 – 30 MAR 2023	London
MSC 278	Retail Sales and Visual Merchandising	26 – 30 MAR 2023	Istanbul
MSC 280	Strategic Selling and Value Propositions for Business to Business (B2B) Companies	02 – 06 APR 2023	Austria
MSC 282	Brand Management Certification	02 – 06 APR 2023	Amsterdam
MSC 284	Customer Service for the Public Sector	09 – 13 APR 2023	Sharm El Sheikh
MSC 286	Consultative Selling Skills	09 – 13 APR 2023	Kuala Lumpur
MSC 288	Professional Sales Manager	16 – 20 APR 2023	Istanbul
MSC 290	Advanced Customer Service Skills	16 – 20 APR 2023	Istanbul
MSC 292	Digital Marketing Strategy	23 – 27 APR 2023	Cairo
MSC 294	Upselling and Cross selling	23 – 27 APR 2023	Dubai
MSC 296	Quality Customer Service for Supervisors and Managers	30 APR – 04 MAY 2023	London
MSC 298	Distribution Channel Marketing Management	30 APR – 04 MAY 2023	Istanbul
MSC 300	Achieving Marketing Excellence in Service Organizations	07 – 11 MAY 2023	Austria
MSC 302	Basic Customer Service	07 – 11 MAY 2023	Amsterdam
MSC 304	Market Research and Intelligence	14 – 18 MAY 2023	Sharm El Sheikh
MSC 306	Customer Centricity	14 – 18 MAY 2023	Kuala Lumpur
MSC 308	Customer Relations and Business Development Skills	21 – 25 MAY 2023	Istanbul
MSC 310	Pricing Strategy and Tactics	21 – 25 MAY 2023	Istanbul
MSC 312	Mastering Sales Management Fundamentals	28 MAY – 01 JUNE 2023	Cairo



MSC 314	Taking Ownership and Accountability	28 MAY – 01 JUNE 2023	Dubai
MSC 316	Distribution Channels: Optimizing Market Penetration	04 – 08 JUNE 2023	London
MSC 318	FMCG Sales	04 – 08 JUNE 2023	Istanbul
MSC 320	Product Launch and Management	11 – 15 JUNE 2023	Austria
MSC 322	Key Account Management: Establishing Profitable Customer Relationships	18 – 22 JUNE 2023	Amsterdam
MSC 324	Developing and Implementing Strategic Marketing Plans	25 – 29 JUN 2023	Sharm El Sheikh
MSC 326	Managing Customers for Competitive Advantage	02 – 06 JULY 2023	Kuala Lumpur
MSC 328	Customer Satisfaction Measurement	09 – 13 JULY 2023	Istanbul
MSC 330	Mastering Sales and Marketing in the Age of New Social Media	16 – 20 JULY 2023	Istanbul
MSC 332	Certified Marketing Professional	23 – 27 JULY 2023	Cairo
MSC 334	Sales and Operation Planning (S&OP)	30 JULY – 03 AUG 2023	Dubai
MSC 336	Marketing for Better Results	06 – 10 AUG 2023	London
MSC 338	The Art and Science of Conceptual Selling	13 – 17 AUG 2023	Istanbul
MSC 340	Major Accounts Selling - Negotiating and Winning RFPs	20 – 24 AUG 2023	Austria
MSC 342	Retail Management Skills	27 – 31 AUG 2023	Amsterdam
MSC 344	Customer Service Excellence	03 – 07 SEP 2023	Sharm El Sheikh
MSC 346	Managing Service Quality and Customer Satisfaction	10 – 14 SEP 2023	Kuala Lumpur
MSC 348	Strategic Brand Management	17 – 21 SEP 2023	Istanbul
MSC 350	Agile Product Management	24 – 28 SEP 2023	Istanbul
MSC 352	Sales Management Best Practices for Building a World-Class Sales Team	01 – 05 OCT 2023	Cairo
MSC 354	Strategic Pharma Marketing	08 – 12 OCT 2023	Dubai
MSC 356	Advanced Customer Service Management	15 – 19 OCT 2023	London



MSC 358	Market Leadership and Marketing Strategies	22 – 26 OCT 2023	Istanbul
MSC 360	Professional Brand Manager	29 OCT – 02 NOV 2023	Austria
MSC 362	Marketing Communication	05 – 09 NOV 2023	Amsterdam
MSC 364	Measuring and Managing Customer Satisfaction: ISO 9001 and Beyond	12 – 16 NOV 2023	Sharm El Sheikh
MSC 366	Corporate Identity and Brand Management	19 – 23 NOV 2023	Kuala Lumpur
MSC 368	Content Marketing	26 - 30 NOV 2023	Istanbul
MSC 370	Service Desk Analyst (SDA)	03 – 07 DEC 2023	Istanbul
MSC 372	Value-Based Marketing	10 – 14 DEC 2023	Cairo
MSC 374	Mobile Marketing	17 – 21 DEC 2023	Dubai
MSC 376	Personal Branding and Reputation Management in the Modern Workplace	24 – 28 DEC 2023	London