



# Marketing and Sales

Marketing Introduction and  
Social Media Advertising Tips.



[www.rightinfo.co.in](http://www.rightinfo.co.in)

# About this training

In today's age, social Media marketing is as important as the ability of a sales professional to speak. To become successful in the marketing professional, one should study direct marketing, telecalling, and social media promotion. Our training encompasses social media marketing, telecalling and direct marketing.

## Who should attend this training?

12th pass/graduate/ above. Candidate should possess basic computer skills and internet.

## Eligibility

Anyone over the age of 18 and completed plus-two can attend our training.

**Call Now**  
**9633790321**

**6 Months**  
**Course Fee**  
\*after 70% discount  
**15000 INR**

# Advantage

**Those who complete the training on marketing and sales from Right Info Campus will be able to outshine in their marketing profession. They will have a clear understanding of how to market a service or product and improve selling. All those who complete the training will receive a certificate approved by the Central Government of India.**

## Course Outline

**Training that covers all the aspects in the marketing job – Training with experience for online marketing and telemarketing**

### **1. Digital Marketing Introduction**

The Basics.

Marketing with a purpose.

Benchmarking and goal setting.

Real time marketing.

Storytelling.

Influencer marketing.

### **2. Basics of MS Word and MS Excel**

The basic functions of Microsoft Word and Microsoft Excel.

# Benifits

**100% Placement assistance, Work at office, field or home as per your interest**

## **3. Social Media Advertising Tips**

The 6 Most Effective Types of Social Media Advertising

What are social media marketing activities?

Trending Social Media Topics.

Social media is best for marketing.

## **4. Basics of Data Mining**

What is Data Mining?

Process

Techniques & Examples.

## **5. Sales Training**

Psychology Of Sales.

Steps Of Sales Process.

Buying Signals And Closing Techniques.

Effective Communication.

Appearance And Body Language.

Customer Relationship, Etc...

## **6. Successful Telemarketing**

Introduction.

The Basics.

The Script.

Script Writing.

The Process.

Working with Objections.

Ending the call.