

MARKETING & COMMUNICATION | COURSE BROCHURE

Preparation Course for Certified Sales and Marketing Professional (CSMP)

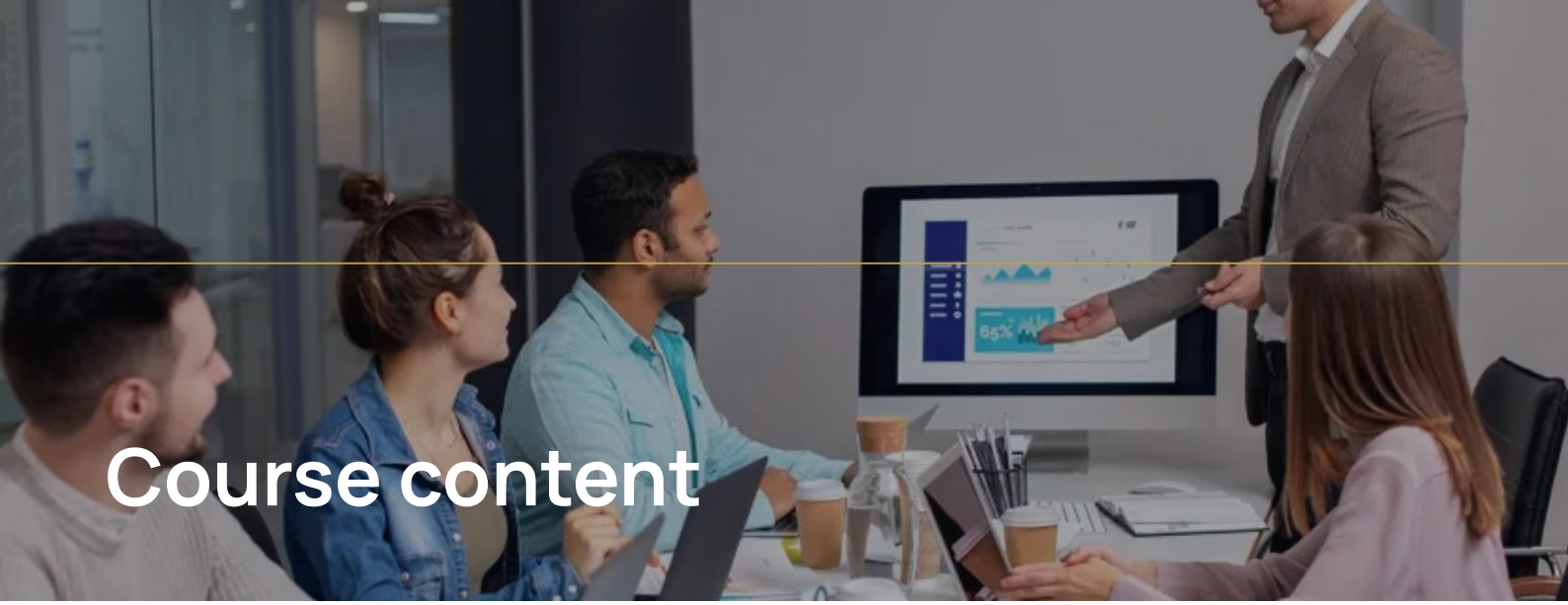
5 days | Classroom training | English

SMART HORIZON

info@smart-horizon.eu
Amsterdam
The Netherlands

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Course content

Why attend

This course equips participants with the essential skills and knowledge to excel in sales and marketing, preparing them for the Certified Sales and Marketing Professional (CSMP) examination. It covers strategic planning, customer engagement, market analysis, and effective communication techniques.

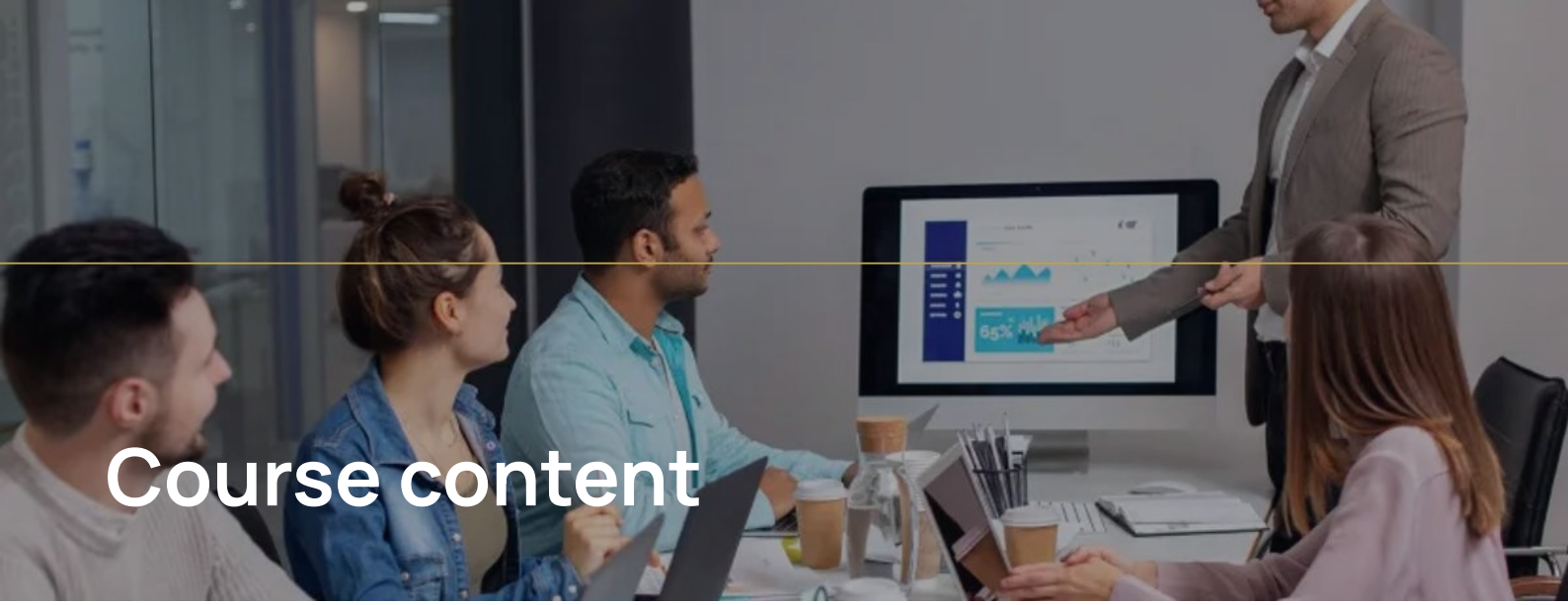
Sales and marketing professionals often struggle with demonstrating measurable results and adapting to rapidly changing market dynamics. Mastering effective sales strategies and marketing techniques is crucial for achieving organisational goals and driving revenue growth. This course addresses these challenges by providing a structured approach to mastering key concepts and practices, including market segmentation, competitive analysis, and customer relationship management, which are vital for success in a competitive landscape. Participants will also learn how to leverage data analytics to inform their strategies and make evidence-based decisions that enhance their effectiveness in the market.
Participants will engage in practical exercises that simulate real-world scenarios, allowing them to apply their learning directly to their roles. By developing capabilities in market analysis, customer relationship management, and strategic planning, attendees will enhance their decision-making skills and improve their overall effectiveness in sales and marketing functions. They will also learn to create actionable marketing plans, evaluate customer engagement strategies, and measure performance against key performance indicators, ensuring they are well-prepared for the CSMP certification and their professional roles. This comprehensive approach will empower them to drive sales success and foster long-term customer loyalty.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course employs a blend of interactive workshops, case studies, and role-playing exercises to facilitate hands-on learning. Participants will work through realistic sales and marketing scenarios, allowing them to apply theoretical concepts in practical contexts. Outputs include strategic marketing plans, customer engagement strategies, and performance assessments, which serve as evidence of their learning and readiness for the CSMP certification. This approach ensures that participants not only understand the concepts but can also implement them effectively in their workplace, fostering a deeper understanding of the material and its application. By collaborating in teams, participants will also enhance their communication and teamwork skills, essential for success in sales and marketing roles.



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Course objectives

By the end of this course, participants will be able to:
• Analyse market trends to identify opportunities for growth in sales.
• Design a comprehensive sales strategy tailored to specific customer demographics.
• Evaluate customer relationship management tools for effectiveness in engagement.
• Construct a marketing plan that aligns with organisational goals and objectives.
• Prioritise key performance indicators for measuring sales and marketing success.
• Justify the selection of communication channels for targeted marketing campaigns.
• Assess the impact of digital marketing strategies on customer acquisition.
• Develop skills to adapt sales techniques based on customer feedback.

Target audience

This course is suitable for:
• Sales Managers seeking to enhance their strategic skills.
• Marketing Professionals aiming to deepen their understanding of sales integration.
• Business Development Executives focused on expanding market reach.
• Entrepreneurs looking to refine their sales and marketing approaches.

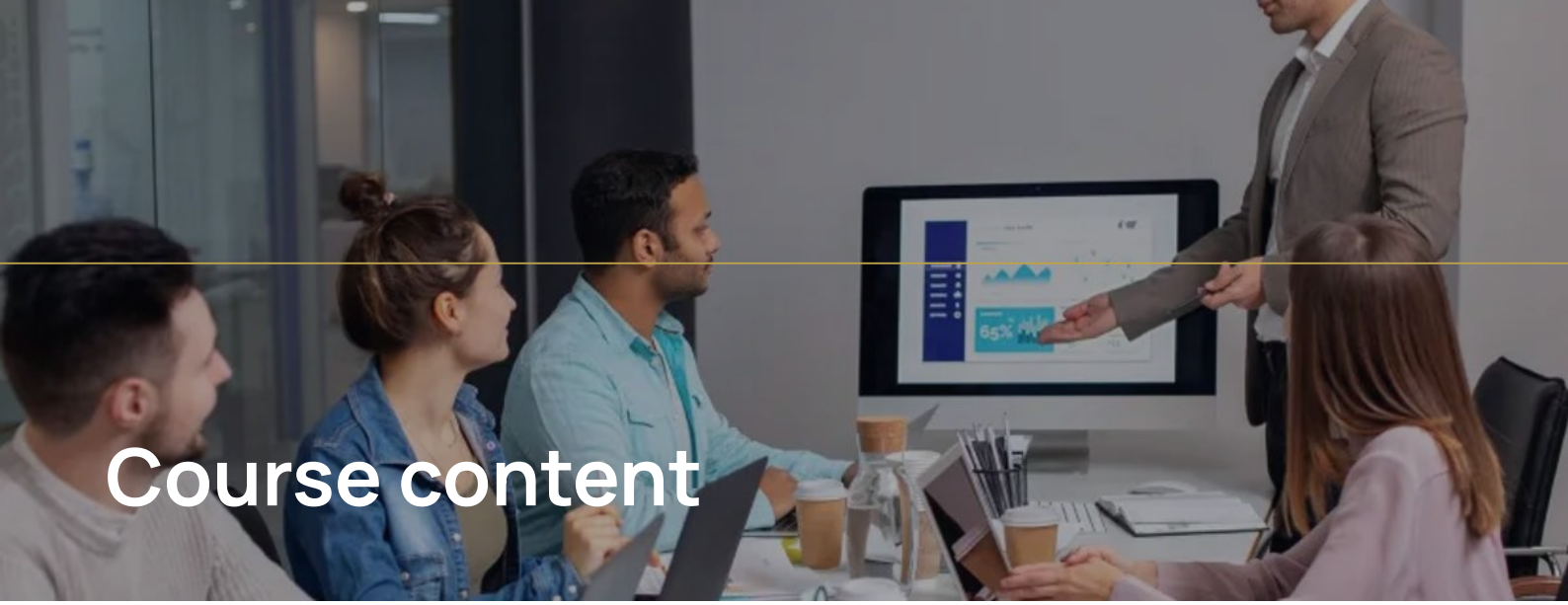
Target competencies

Participants will develop competencies in:
• Conducting thorough market analysis and identifying trends.
• Developing and implementing effective sales strategies.
• Utilising customer relationship management systems proficiently.
• Creating targeted marketing campaigns based on data insights.
• Measuring and evaluating sales performance against KPIs.
• Communicating effectively with diverse stakeholders.

Course outline

Day 1: Foundations of Sales and Marketing

Applied activity: Participants will analyse a fictional company's sales and marketing strategy, identifying strengths and weaknesses. They will then present their findings and suggest improvements based on best practices, focusing on customer engagement and brand positioning.
Output: A SWOT analysis report highlighting key insights and actionable recommendations.



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09:00–09:54	Understanding the sales and marketing landscape and its evolution over time.
09:54–10:48	Key principles of customer engagement and relationship building in sales.
10:48–11:00	Overview of the CSMP certification requirements and benefits for professionals.
11:00–11:30	**Coffee break**
11:30–12:12	Overview of the CSMP certification requirements and benefits for professionals. (continued)
12:12–13:06	Identifying target markets and customer segments using data analysis techniques.
13:06–14:00	The role of branding in developing effective sales and marketing strategies.

Day 2: Strategic Sales Planning

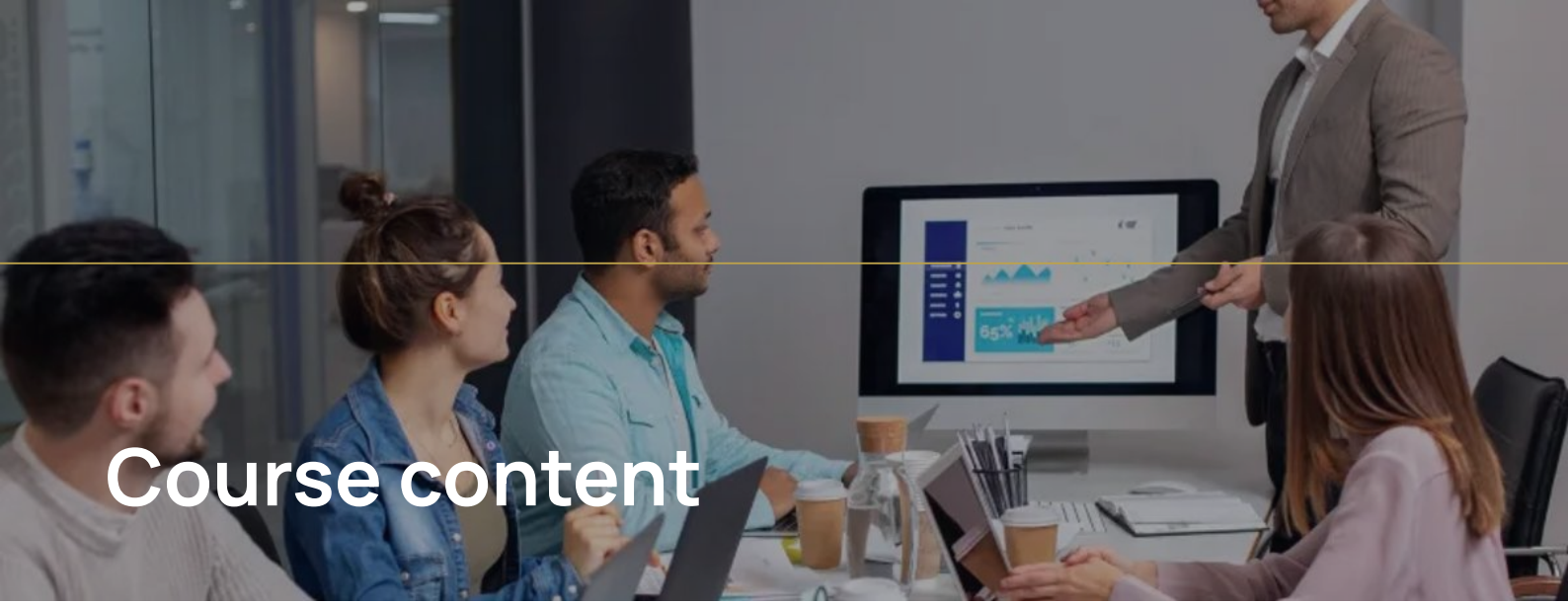
Applied activity: Working in teams, participants will create a strategic sales plan for a new product launch, considering market conditions, customer needs, and competitive landscape. They will present their plan to the group for feedback and refinement.
Output: A strategic sales plan document outlining objectives, tactics, and metrics for success.

09:00–09:54	Developing a sales strategy aligned with overall business objectives and market conditions.
09:54–10:48	Setting measurable sales goals and targets for teams and individuals to drive performance.
10:48–11:00	Understanding the sales funnel and customer journey mapping techniques for effective engagement.
11:00–11:30	**Coffee break**
11:30–12:12	Understanding the sales funnel and customer journey mapping techniques for effective engagement. (continued)
12:12–13:06	Techniques for effective prospecting and lead generation strategies in competitive markets.
13:06–14:00	Utilising sales forecasting methods to predict revenue streams and inform decision-making.

Day 3: Marketing Strategies and Tactics

Applied activity: Participants will design a marketing campaign for a fictional product, incorporating digital and traditional marketing tactics. They will outline the campaign's objectives, target audience, and expected outcomes, presenting their campaign to peers for critique.
Output: A comprehensive marketing campaign proposal including objectives, strategies, and performance metrics.

09:00–09:54	Crafting a marketing plan that drives sales and enhances brand visibility in target markets.



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09:54–10:48	Digital marketing fundamentals, including SEO, SEM, and social media strategies.
10:48–11:00	Content marketing strategies for customer engagement and retention in various channels.
11:00–11:30	Coffee break
11:30–12:12	Content marketing strategies for customer engagement and retention in various channels. (continued)
12:12–13:06	Leveraging social media platforms for brand awareness and outreach to potential customers.
13:06–14:00	Evaluating the effectiveness of marketing campaigns through analytics and performance metrics.

Day 4: Customer Relationship Management

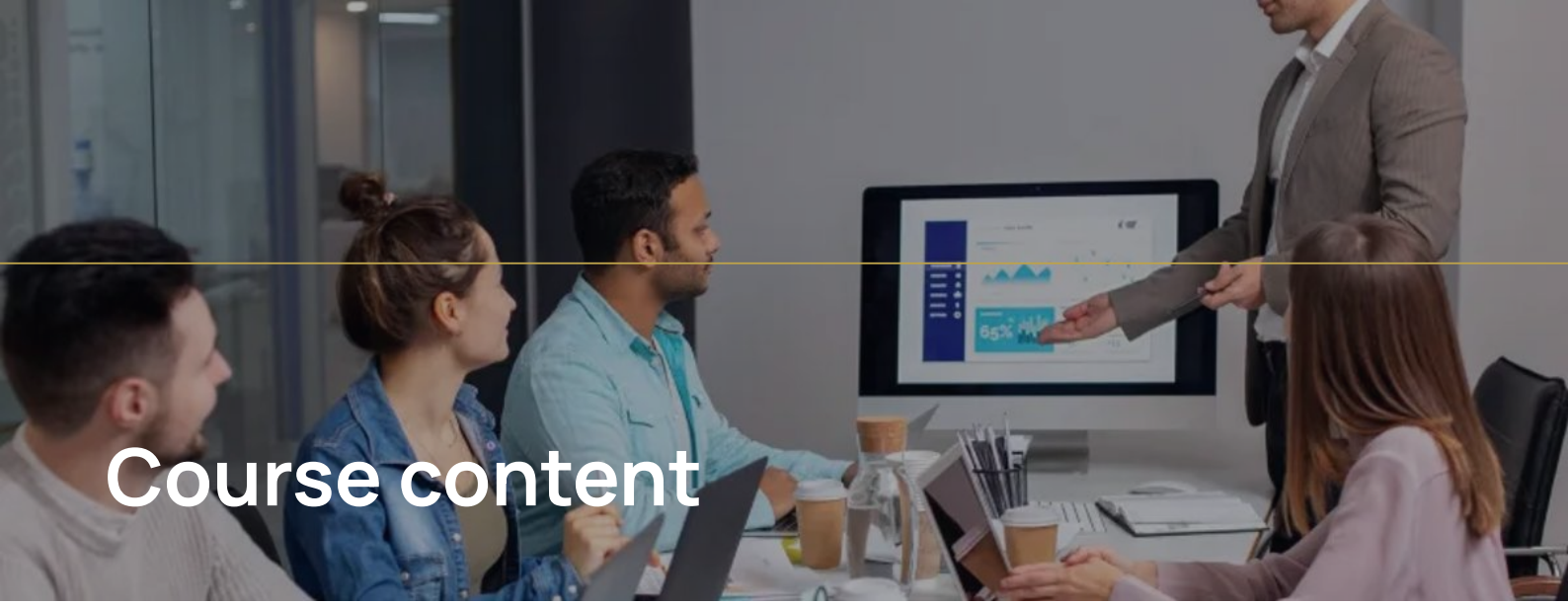
Applied activity: Participants will role-play as sales representatives and customers to practice CRM techniques, focusing on building rapport, handling objections, and closing sales. They will reflect on their experiences and identify areas for improvement in their approach.
Output: A reflective report on the role-play experience and key takeaways for enhancing customer interactions.

09:00–09:54	Understanding the importance of CRM in enhancing sales and marketing efforts and customer loyalty.
09:54–10:48	Evaluating CRM software options and features for organisational needs and user experience.
10:48–11:00	Techniques for building and maintaining strong customer relationships through effective communication.
11:00–11:30	Coffee break
11:30–12:12	Techniques for building and maintaining strong customer relationships through effective communication. (continued)
12:12–13:06	Utilising data analytics for customer insights and segmentation to improve targeting.
13:06–14:00	Best practices for gathering and responding to customer feedback to enhance service.

Day 5: Integrated Sales and Marketing Application

Applied activity: In a capstone project, participants will integrate their learning by developing a comprehensive sales and marketing strategy for a fictional company, addressing all aspects covered in the course. They will present their strategy to a panel for evaluation and feedback.
Output: A detailed sales and marketing strategy presentation, ready for stakeholder review and feedback.

09:00–09:54	Aligning sales and marketing efforts for maximum organisational impact and synergy.



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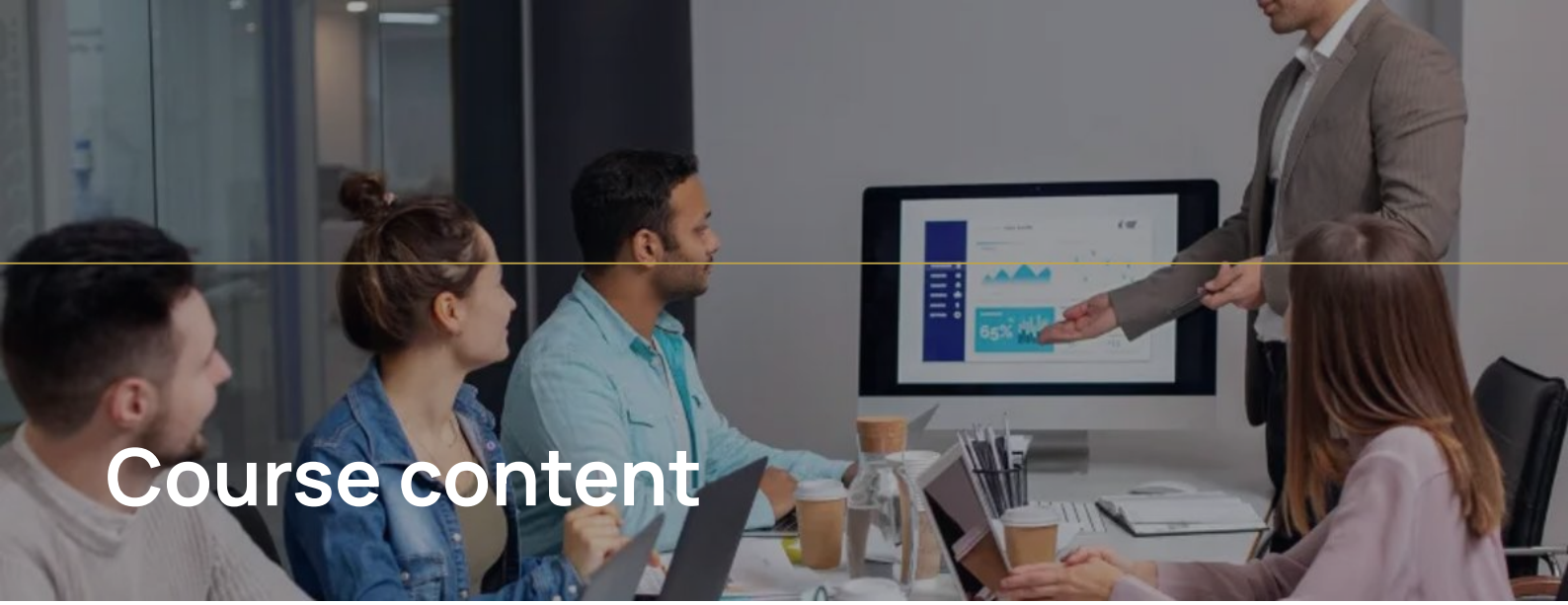
09:54–10:48	Developing cross-functional collaboration strategies between sales and marketing teams.
10:48–11:00	Measuring success: KPIs and performance metrics for integrated strategies and initiatives.
11:00–11:30	**Coffee break**
11:30–12:12	Measuring success: KPIs and performance metrics for integrated strategies and initiatives. (continued)
12:12–13:06	Creating a continuous improvement plan for sales and marketing initiatives based on feedback.
13:06–14:00	Preparing for the CSMP certification exam with review, practice questions, and strategies.

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

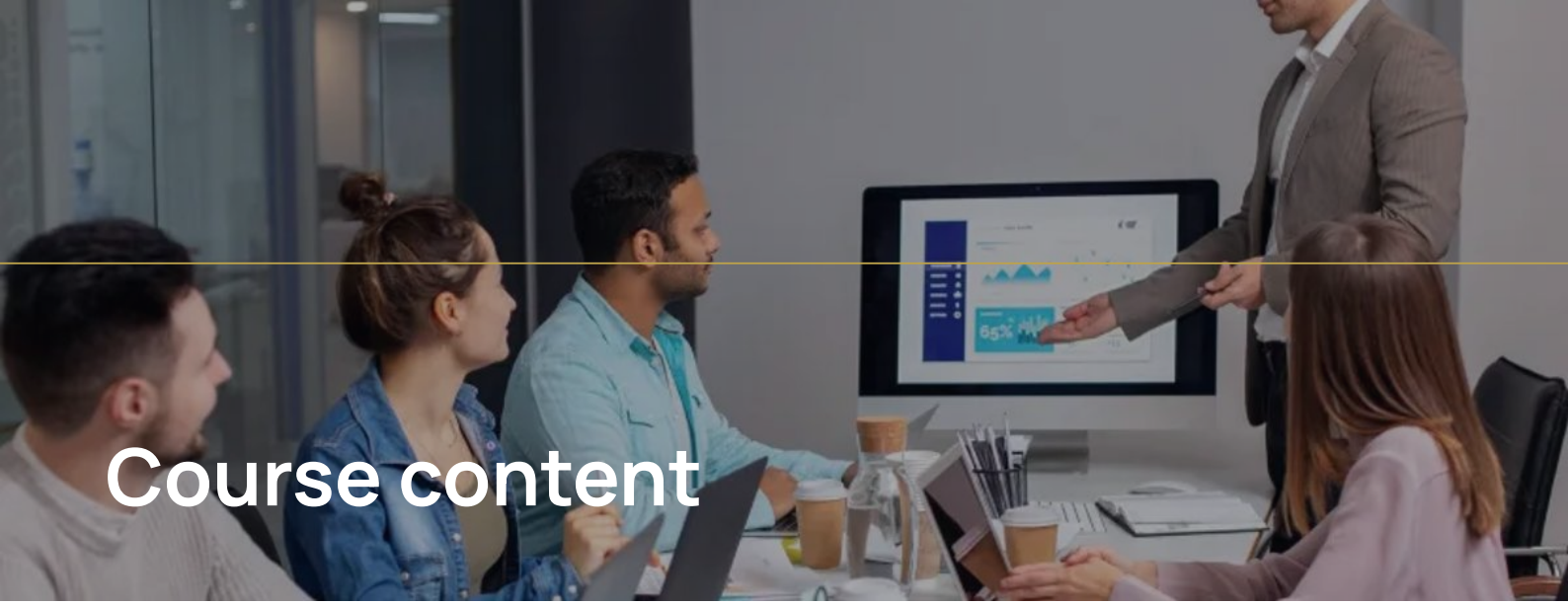
Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Nov 2026	13 Nov 2026	**€3,150.-**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.-**
Barcelona Confirmed dates	16 Nov 2026	20 Nov 2026	**€2,840.-**
Online Confirmed dates	16 Nov 2026	20 Nov 2026	**€1,250.-**
Frankfurt Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,650.-**



Course content

Dates, venues and fees (continued)

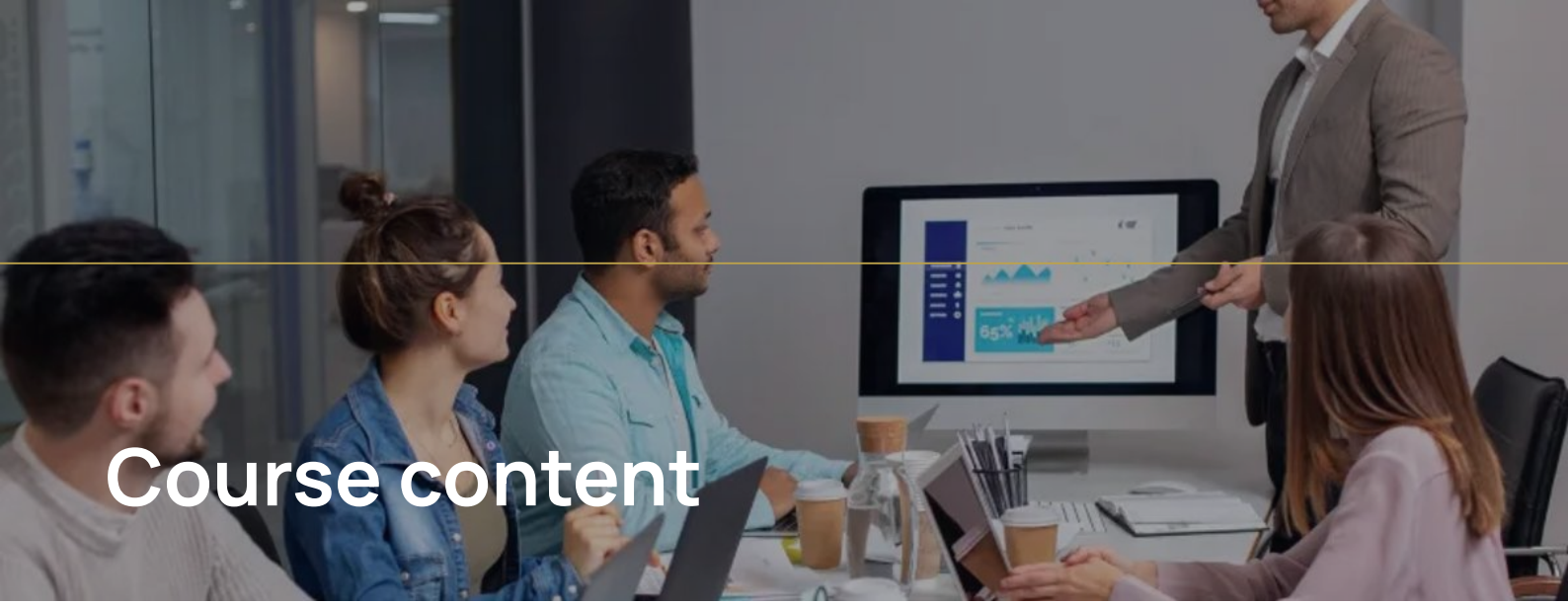
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Kuala Lumpur Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,450.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Paris Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,860.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**
Istanbul Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,650.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Amsterdam Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,540.–**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.–**



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Dates, venues and fees (continued)

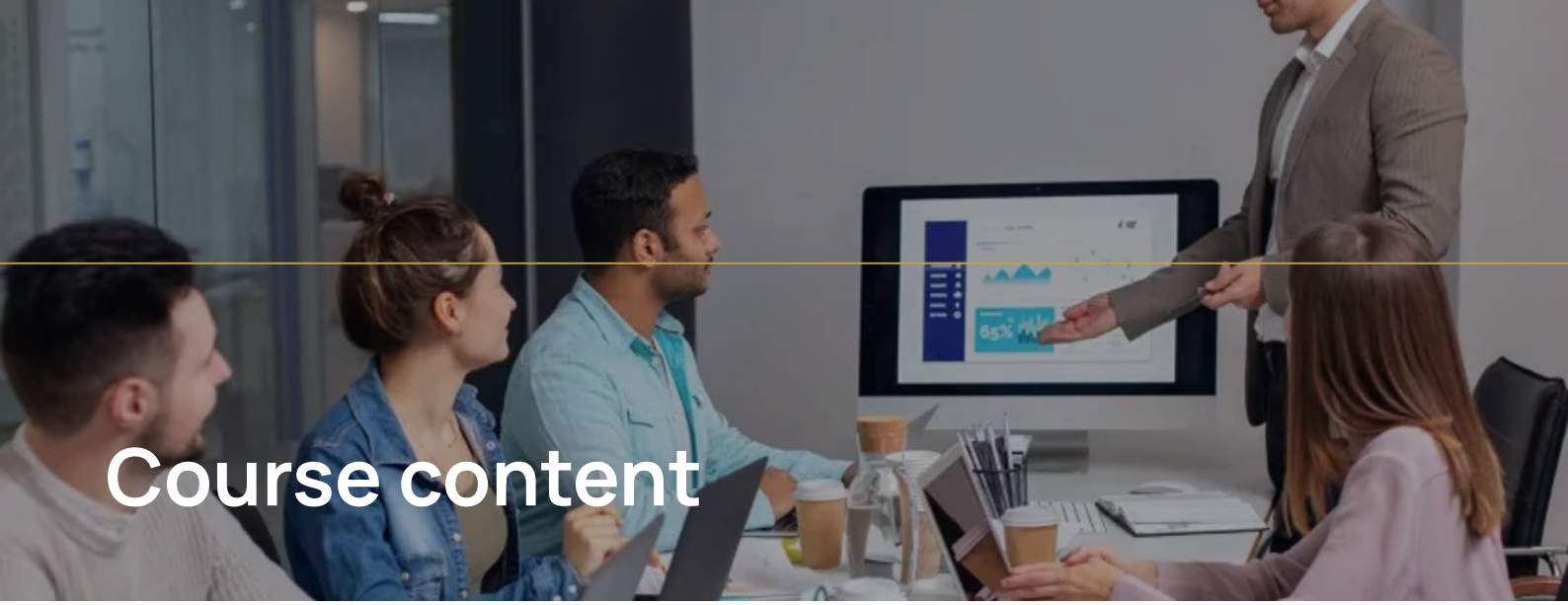
Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,820.–**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,890.–**
Online Confirmed dates	15 Feb 2027	19 Feb 2027	**€1,250.–**
London Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,450.–**
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Dubai Confirmed dates	8 Mar 2027	12 Mar 2027	**€3,150.–**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,650.–**



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Dates, venues and fees (continued)

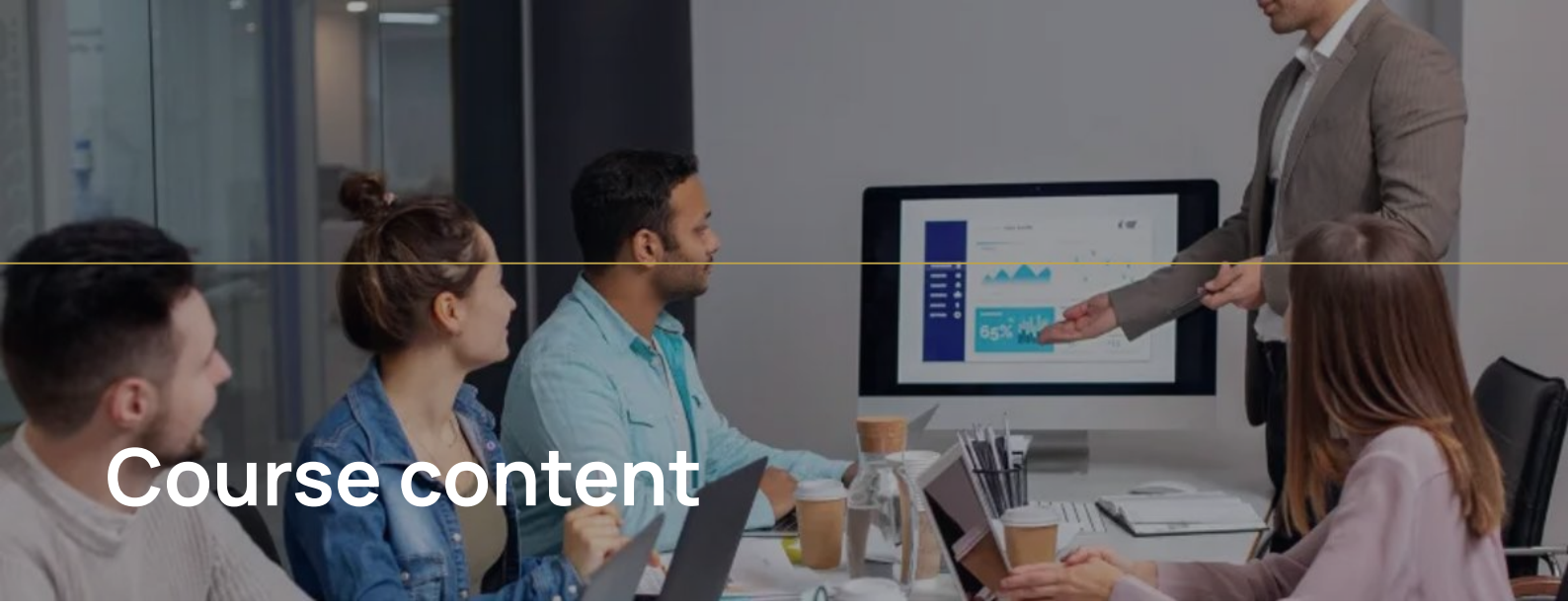
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Rome Confirmed dates	5 Apr 2027	9 Apr 2027	**€2,450.-**
Online Confirmed dates	5 Apr 2027	9 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,450.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**
Paris Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,860.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**



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Dates, venues and fees (continued)

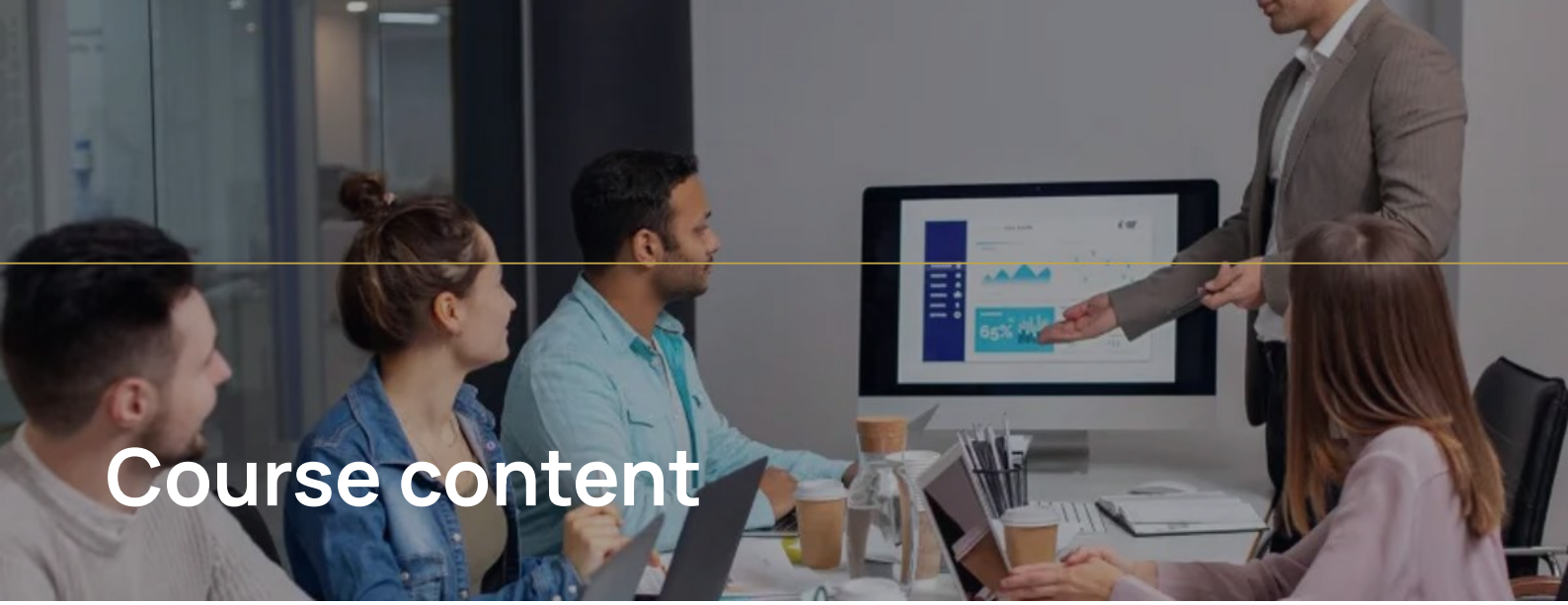
Venue	Start date	End date	Fee (EUR)
Amsterdam Confirmed dates	24 May 2027	28 May 2027	**€2,540.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	7 Jun 2027	11 Jun 2027	**€2,450.-**
Online Confirmed dates	7 Jun 2027	11 Jun 2027	**€1,250.-**
Singapore Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,820.-**
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
London Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,450.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Dubai Confirmed dates	12 Jul 2027	16 Jul 2027	**€3,150.-**



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Dates, venues and fees (continued)

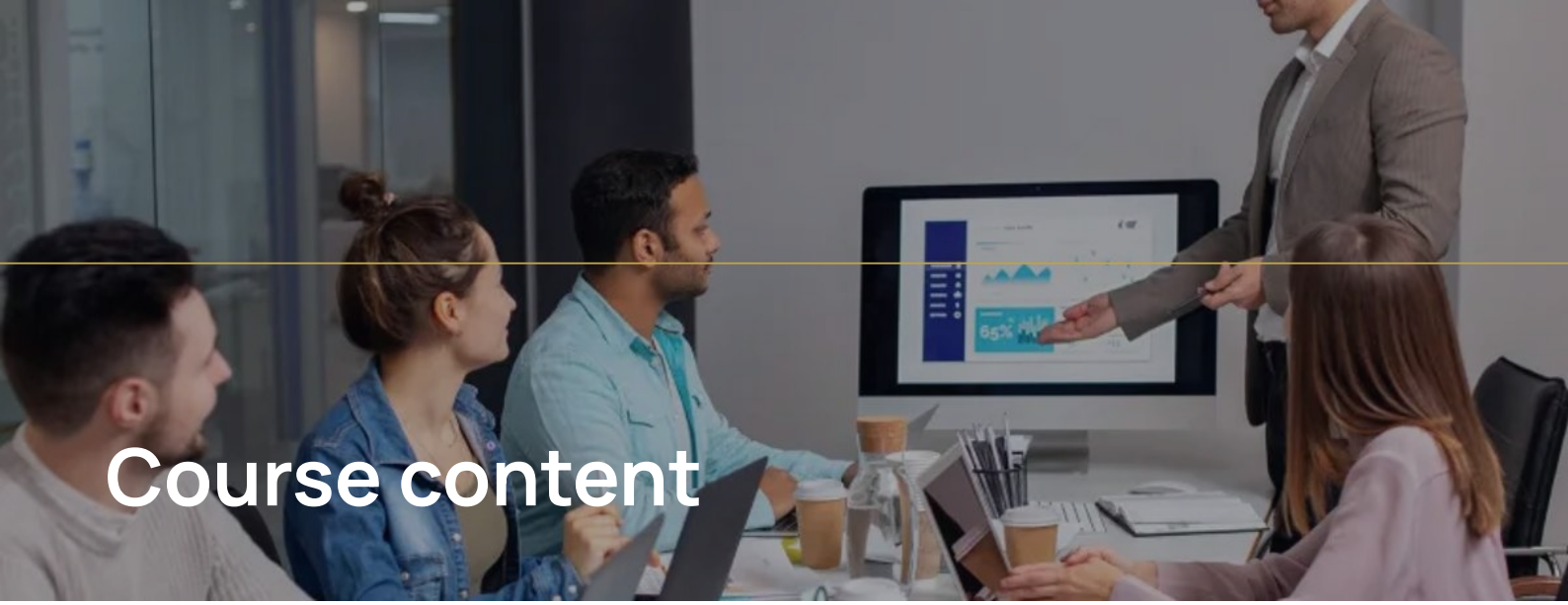
Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
Frankfurt Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,650.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,450.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Vienna Confirmed dates	16 Aug 2027	20 Aug 2027	**€2,940.-**
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Paris Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,860.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

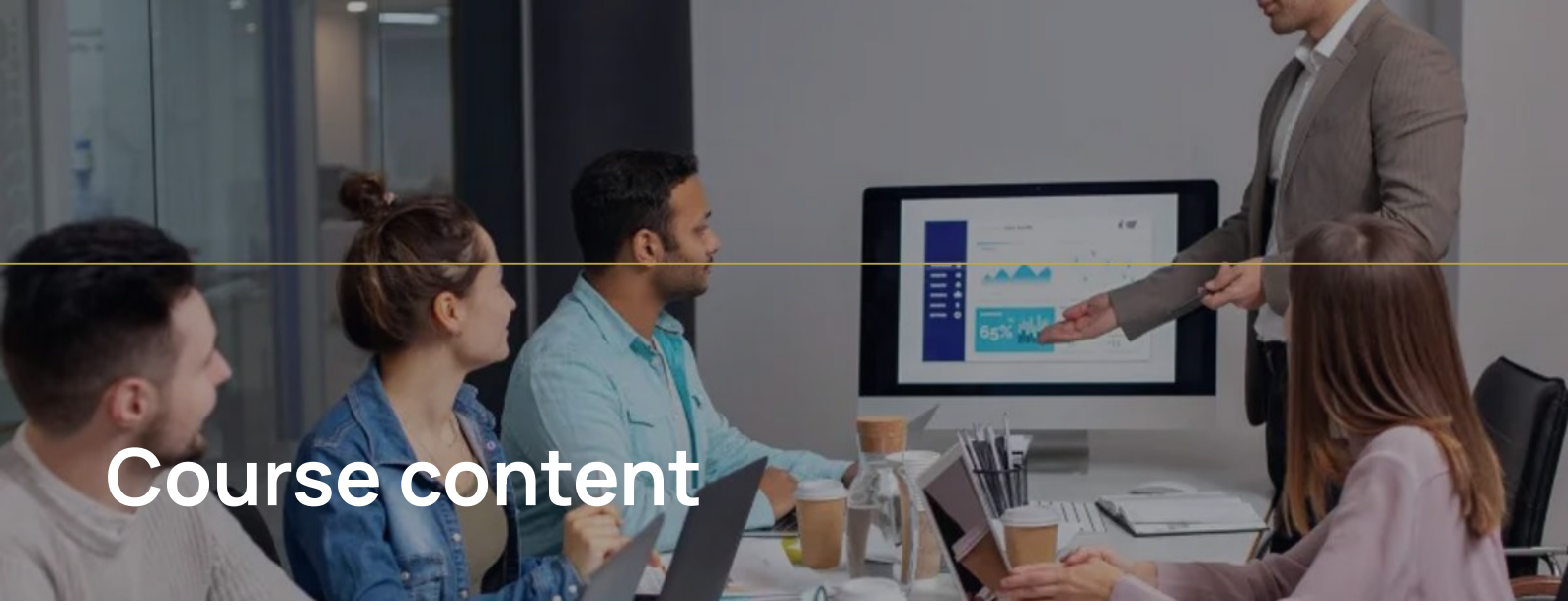
Venue	Start date	End date	Fee (EUR)
Istanbul Confirmed dates	13 Sept 2027	17 Sept 2027	**€2,650.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Amsterdam Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,540.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,890.-**
Online Confirmed dates	4 Oct 2027	8 Oct 2027	**€1,250.-**
Singapore Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,820.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
London Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,450.-**



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Dates, venues and fees (continued)

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Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.–**
Dubai Confirmed dates	8 Nov 2027	12 Nov 2027	**€3,150.–**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.–**
Frankfurt Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,650.–**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.–**
Kuala Lumpur Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,450.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Paris Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,860.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



Course content

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

info@smart-horizon.eu
Amsterdam
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