

Automation and digitisation of sales

21 November 2024

At 9.00.

Webinar

Fee per participant:

Micr, small and medium-sized enterprises enterprises: free of charge,

Large companies: 500 €

You will learn how to set goals and develop a strategy for achieving the desired results. Is it really necessary to invest heavily in software solutions to manage sales processes successfully? Together we will explore which marketing tactics need to be implemented in the company to successfully digitise the sales process.

We will pay special attention to the integration of online activities with the physical closing of sales. Using a practical example, we will examine the sales process of high-end products, analyse the marketing and sales tactics used, and review the overall business model and software that was required.

Content:

- introduction of digital solutions into the sales process,
- strategic planning of digital sales and restructuring of processes,
- customer orientation and market knowledge,
- development of digital literacy and improvement of sales orientation,
- effective communication and professionalism in sales processes,
- use of digital tools to achieve set goals.

The training is for:

✓ Sales managers,

✓ Entrepreneurs implementing digital sales solutions,

✓ Marketing professionals,

✓ Sales project managers and

✓ Anyone who wants to improve digital literacy and sales professionalism.

Lecturer:

Rok Makovec is the co-founder and CEO of IT Melon, an online marketing agency. He is an expert in the field of digital marketing, and together with his team he has helped many companies over the years to win new business and increase sales. He is also a co-organiser of the Digital Laboratory marketing conference. He is involved in marketing and sales activities throughout Europe (OI Concept project, NLP Sweden, KinG Kong Corporation Pty Ltd).

Registration fee:

The price covers participation in the event, materials and certificates. Certificates will be issued upon request.

Registration:

Applications are accepted until places are filled. The deadline for any cancellation in writing is 18 November 2024. Otherwise, we will charge you the full registration fee!

Payment

Please transfer the registration fee in advance to the GZDBK business account at NLB, d. d., Ljubljana, number SI56 0297 0025 6614 247, reference 20241121 + your company's registration number.

GZDBK registration number: 2295032. GZDBK VAT ID: SI68152990.

Please present the receipt of payment no later than upon arrival at the event.

The event takes place as part of the SRC-EDIH project.

