**London TDM**

# Customer Service and Sales Training Courses

**Course Venue:** United Kingdom - London

**Course Date:** From 07 June 2026 To 11 June 2026

**Course Place:** London Paddington

**Course Fees:** 6,000 USD

**Introduction**

Welcome to the "Digital and Social Media Selling" course. This comprehensive, five-day course is designed to equip professionals with the essential skills and knowledge needed to effectively sell products and services in the digital age. Through a series of interactive sessions, participants will learn how to leverage various digital platforms and social media tools to reach new audiences, engage with potential customers, and boost sales performance.

**Objectives**

- Understand the fundamentals of digital selling and its importance in today's market.
- Learn how to identify and engage target audiences on social media platforms.
- Develop strategies to create effective digital sales funnels.
- Gain practical skills in utilizing social media tools for sales conversion.
- Measure and analyze sales performance using digital metrics.

**Course Outlines**

**Day 1: Introduction to Digital Selling and Social Media**

- Understanding Digital Transformation in Sales
- Overview of Digital Selling Channels
- Key Social Media Platforms for Selling
- Case Studies of Successful Digital Selling
- Interactive Workshop: Creating a Digital Persona

**Day 2: Identifying and Engaging Target Audiences**

- Segmentation and Targeting in Digital Sales
- Creating Buyer Personas
- Leveraging Social Media for Audience Engagement
- User-Generated Content and Community Building
- Practical Session: Audience Engagement Techniques

**Day 3: Building Effective Digital Sales Funnels**

- Understanding the Digital Customer Journey
- Designing Sales Funnels for Different Platforms
- Content Marketing Strategies for Sales Funnel
- Automation Tools for Funnel Integration
- Workshop: Designing Your Sales Funnel

**Day 4: Utilizing Social Media Tools for Sales Conversion**

- Introduction to Social Selling Tools
- Advertising and Promotions on Social Media
- Crafting Effective Sales Messages
- Closing Sales on Digital Platforms
- Hands-On Practice: Using Social Media Tools

**Day 5: Measuring and Analyzing Sales Performance**

- Key Metrics for Digital Sales Analytics
- Using Analytics Tools to Track Performance
- Adapting Strategies Based on Data Insights
- Reporting and Presenting Sales Data
- Final Project: Create a Sales Performance Report