Garnet
Garnet Global Training Center

GGT-ER-125

Entrepreneurship, SMEs & Family Business

Sales for Founders

المبيعات للمؤسسين

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Sales for Founders practise the methods, tools and standards they need to perform reliably and solve problems on the job. Start, grow and govern businesses, from first idea to family succession. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Apply the methods and standards of Sales for Founders to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

Who should attend

Founders, SME owners, family business members and innovation managers. Practitioners with one to five years of experience benefit most.

Key topics

- Business models and planning
- Funding and investors
- Growth and scaling
- Governance and succession
- Digital go-to-market
- Financial basics for owners

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

WhatsApp: +971 56 674 7382

Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Sales for Founders: principles and standards
- Governance and succession
- Measurement and reporting

Day 2 Methods and tools in practice
- Digital go-to-market
- Financial basics for owners

Day 3 Diagnosis and problem solving
- Business models and planning
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Funding and investors
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Growth and scaling
- Regional and international case studies

10-day outline

Day 1 Sales for Founders: principles and standards
- Governance and succession
- Measurement and reporting

Day 2 Methods and tools in practice
- Digital go-to-market
- Financial basics for owners

Day 3 Diagnosis and problem solving
- Business models and planning
- Hands-on workshop on a workplace challenge

Day 4 Quality, safety and documentation
- Funding and investors
- Common mistakes and how to avoid them

Day 5 Workshop, assessment and action plan
- Growth and scaling
- Regional and international case studies

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Checklists and templates to take away

Day 7 Digital tools, data and automation
- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice
- Global performance benchmarks
- Group discussion and peer review

Day 9 Capstone project
- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates
- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
12–16 Apr 2027	5-day classroom	Paris	English	4,750
20 Jun – 1 Jul 2027	10-day classroom	Muscat	Arabic	8,950
13–17 Sep 2027	5-day online	Live online	English	2,950
20–24 Dec 2027	5-day classroom	Geneva	English	4,750
3–14 Jan 2028	10-day online	Live online	Arabic	5,450
14–18 Feb 2028	5-day classroom	Abu Dhabi	Arabic	4,750
1–5 May 2028	5-day classroom	London	English	4,750
10–21 Jul 2028	10-day classroom	Istanbul	English	8,950
15–19 Jan 2029	5-day classroom	Paris	English	4,750
4–8 Feb 2029	5-day classroom	Riyadh	Arabic	4,750

Dates	Format	City	Language	Fee (USD)
6–10 Aug 2029	5-day online	Live online	Arabic	2,950
17–28 Dec 2029	10-day classroom	Istanbul	English	8,950
7–11 Jan 2030	5-day classroom	Abu Dhabi	Arabic	4,750
10–21 Jun 2030	10-day classroom	Paris	English	8,950
2–13 Sep 2030	10-day online	Live online	English	5,450
4–8 Nov 2030	5-day classroom	London	English	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/