Garnet
Garnet Global Training Center

GGT-MK-128

Marketing, Sales & Communication

Sales Skills for Beginners

مهارات البيع للمبتدئين

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

Overview

Sales Skills for Beginners gives newcomers and non-specialists a clear, practical grounding: the core concepts, the vocabulary used on the job and the first tools to apply them. Win and keep customers with sharper strategy, selling and communication. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Explain the key concepts, terms and standards of Sales Skills for Beginners.
- Plan the next steps in your own learning.
- Recognise the main hazards, errors and misconceptions newcomers face.
- Carry out basic tasks correctly using simple checklists and tools.
- Read and use the documents, forms and data common in this field.

Who should attend

Marketing and sales teams, account managers, PR and communication specialists. No prior experience is required; it also suits new hires, graduates and staff moving into this field.

Key topics

- Customer insight and segmentation
- Brand and positioning
- Digital channels and content
- Sales process and negotiation
- Measurement and ROI
- Media and stakeholder communication

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 Introduction to Sales Skills for Beginners
- Digital channels and content
- Checklists and templates to take away

Day 2 Core concepts and terminology
- Sales process and negotiation
- Measurement and ROI

Day 3 Basic methods and tools
- Media and stakeholder communication
- Group discussion and peer review

Day 4 Working safely and correctly
- Customer insight and segmentation
- Measurement and reporting

Day 5 Practical exercises and review
- Brand and positioning
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Introduction to Sales Skills for Beginners
- Digital channels and content
- Checklists and templates to take away

Day 2 Core concepts and terminology
- Sales process and negotiation
- Measurement and ROI

Day 3 Basic methods and tools
- Media and stakeholder communication
- Group discussion and peer review

Day 4 Working safely and correctly
- Customer insight and segmentation
- Measurement and reporting

Day 5 Practical exercises and review
- Brand and positioning
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Common mistakes and how to avoid them

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
- Regional and international case studies

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)
15–19 Feb 2027	5-day classroom	Abu Dhabi	Arabic	4,750
8–19 Mar 2027	10-day classroom	Dubai	English	8,950
7–11 Jun 2027	5-day online	Live online	English	2,950
19–23 Sep 2027	5-day classroom	Riyadh	Arabic	4,750
17–28 Jan 2028	10-day classroom	Dubai	Arabic	8,950
9–13 Apr 2028	5-day classroom	Amman	English	4,750
8–12 May 2028	5-day classroom	Abu Dhabi	Arabic	4,750
13–24 Nov 2028	10-day online	Live online	Arabic	5,450
12–23 Mar 2029	10-day classroom	Vienna	English	8,950
15–19 Apr 2029	5-day classroom	Riyadh	English	4,750

Dates	Format	City	Language	Fee (USD)
16–20 Jul 2029	5-day classroom	Barcelona	English	4,750
17–21 Dec 2029	5-day online	Live online	English	2,950
11–22 Mar 2030	10-day online	Live online	Arabic	5,450
14–18 Apr 2030	5-day classroom	Jeddah	Arabic	4,750
8–19 Jul 2030	10-day classroom	Paris	English	8,950
16–20 Sep 2030	5-day classroom	Vienna	English	4,750

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