Garnet
Garnet Global Training Center

GGT-MK-118

Marketing, Sales & Communication

# Telesales & Inside Sales

البيع عبر الهاتف والمبيعات الداخلية

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

## Overview

Telesales & Inside Sales turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Win and keep customers with sharper strategy, selling and communication. 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 Telesales & Inside Sales to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

## Who should attend

Marketing and sales teams, account managers, PR and communication specialists. Practitioners with one to five years of experience benefit most.

## 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 Telesales & Inside Sales: principles and standards
- Measurement and ROI
- Common mistakes and how to avoid them

### Day 2 Methods and tools in practice
- Media and stakeholder communication
- Customer insight and segmentation

### Day 3 Diagnosis and problem solving
- Brand and positioning
- Regional and international case studies

### Day 4 Quality, safety and documentation
- Digital channels and content
- Checklists and templates to take away

### Day 5 Workshop, assessment and action plan
- Sales process and negotiation
- Group discussion and peer review

## 10-day outline

### Day 1 Telesales & Inside Sales: principles and standards
- Measurement and ROI
- Common mistakes and how to avoid them

### Day 2 Methods and tools in practice
- Media and stakeholder communication
- Customer insight and segmentation

### Day 3 Diagnosis and problem solving
- Brand and positioning
- Regional and international case studies

### Day 4 Quality, safety and documentation
- Digital channels and content
- Checklists and templates to take away

### Day 5 Workshop, assessment and action plan
- Sales process and negotiation
- Group discussion and peer review

### Day 6 Advanced techniques and specialist practice
- Complex cases in depth
- Measurement and reporting

### 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
- Hands-on workshop on a workplace challenge

### 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) |
|---|---|---|---|---|
| 4–8 Jan 2027 | 5-day classroom | Casablanca | Arabic | 4,750 |
| 5–9 Apr 2027 | 5-day online | Live online | English | 2,950 |
| 8–12 Aug 2027 | 5-day classroom | Kuwait City | Arabic | 4,750 |
| 6–17 Sep 2027 | 10-day classroom | Dubai | Arabic | 8,950 |
| 17–28 Jan 2028 | 10-day online | Live online | English | 5,450 |
| 8–12 May 2028 | 5-day classroom | Amsterdam | English | 4,750 |
| 9–20 Oct 2028 | 10-day classroom | Kuala Lumpur | English | 8,950 |
| 18–22 Dec 2028 | 5-day classroom | Dubai | Arabic | 4,750 |
| 1–5 Jan 2029 | 5-day online | Live online | Arabic | 2,950 |
| 6–10 May 2029 | 5-day classroom | Kuwait City | English | 4,750 |

| Dates | Format | City | Language | Fee (USD) |
|---|---|---|---|---|
| 10–21 Sep 2029 | 10-day classroom | London | English | 8,950 |
| 21–25 Oct 2029 | 5-day classroom | Doha | Arabic | 4,750 |
| 1–5 Apr 2030 | 5-day classroom | London | English | 4,750 |
| 10–21 Jun 2030 | 10-day classroom | Paris | English | 8,950 |
| 11–22 Nov 2030 | 10-day online | Live online | English | 5,450 |
| 16–20 Dec 2030 | 5-day classroom | Casablanca | English | 4,750 |

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