

Sales Optimization Workshop | With Samir Rashed

Workshop detail: Round 2 details

- Duration: 9 hours Workshop
- Where: Online Via Google Meet | Organized by **Seven Zone**
- Price: Will be announced soon - [Join](#) to be updated
- Language: Arabic (with slides content in English)
- Apply [here](#)

Who Can Attend:

- Sales teams & managers
- Startup founders
- Business Developers
- Content Marketers
- Marketing managers
- Growth teams
- Performance marketers

Main objectives:

- **Sales Funnel Basics:**
Understand the sales funnel concept and how it guides customers through buying.
- **Stages of the Sales Funnel:**
Learn the stages (Awareness, Interest, Decision, Action) and why they're important for converting customers.
- **Avoiding Common Mistakes:**
Recognize and avoid common pitfalls that can hurt your sales funnel's effectiveness.
- **Optimization Tips:**
Get practical tips for improving each stage of your sales funnel to boost conversions and keep customers.
- **Hands-on Practice:**
Apply what you've learned with practical exercises to create strategies that improve your sales funnel's performance.

Workshop Outline

Day 1: Understanding the Sales Funnel Basics

1. Introduction to Sales Funnels Stages (45 minutes)
 - Learn what sales funnels are and why they're important.
 - Discover the key stages of a sales funnel
2. Exploring Buyers (45 minutes)
 - Define Customer persona
 - Understand your Business Model (B2C – B2B - SaaS)
 - Understand how they guide customers through buying.
3. Hands-on Activity: Mapping Your Sales Funnel (45 minutes)
 - Map out your own sales funnel and discuss content needs.
 - Set a draft of the dream buyer.
 - Get feedback on integrating content strategy.

Day 2: Common Mistakes, Optimization Strategies, and Content Planning

4. Identifying Common Mistakes (45 minutes)
 - Learn about common pitfalls in sales funnels, including content-related ones.
 - Understand how to avoid these mistakes.
5. Strategies for Optimization and Content Planning (45 minutes)
 - Get practical tips for optimizing each stage of your sales funnel with content.
 - Discuss content planning and distribution strategies.
6. Group Activity: Optimizing Your Content Strategy (45 minutes)
 - Work with your group to create content plans for your sales funnel.
 - Share ideas and get feedback on your strategies.

Day 3: Practical Application, Strategy Development, and Implementation

7. Hands-on Exercise: Implementing Content Strategies (45 minutes)

- Implement your content strategies into your sales funnel.
- Share your progress and learn from others.

8. Customized Strategy Development (45 minutes)

- Refine and optimize your content strategies based on your experiences.
- Present your strategies and get feedback from peers.

9. Q&A, Wrap-Up, and Next Steps (30 minutes)

- Ask any remaining questions.
- Summarize what you've learned and discuss the next steps.

- To apply [Click here](#)

About the Trainer

Samir Rashed is an experienced Business Growth Manager with five years of experience in accelerating the growth of startups. He specializes in optimizing sales, developing growth funnels, marketing, and improving the selling process. His objective is to assist Sales and Marketing teams in building and achieving growth strategies.

[Click here to Know more](#)