

Training for the Online Industry

Improving Online Sales Performance

Training for Online Sales and Marketing Professionals

ABCe is offering a range of training courses specifically tailored for professionals in the online industry. Harnessing our knowledge and experience gained in auditing electronic media, this course is designed to benefit sales professionals to maximise the investment and use of their ABCe audit.

Who should attend?

Designed for online sales and marketing professionals.

If you are new to online sales and marketing or have been working with this medium for some time, this course is aimed at you.

It will give executives the opportunity to build a stronger sales proposition enabling you to differentiate your products from competitors and build sales.

What will you learn?

Having completed the course, you will have greatly increased your knowledge of how a site's traffic is collated and measured. You will understand what industry metrics mean and the process ABCe uses to audit these figures to industry standards. Also included is a section on the general principles of online versus offline media and how to build an effective sales case using the ABCe certificate.

Content will include:

- ❖ Online v offline media
- ❖ Understanding counting technologies for better decision-making
- ❖ What pitfalls should managers/ business people be aware of?
- ❖ Why measure and what can be measured?
- ❖ Why audit?
- ❖ Audit metrics
- ❖ How can auditing generate additional revenue?
- ❖ Site centric measurement v panel based research
- ❖ What are common standards and why are they needed?
- ❖ Other industry bodies and what they deliver
- ❖ Standards in the international arena

When and where?

Delivered at a client's own premises to audiences of up to 10 delegates, each course will last approximately 4 hours and therefore can be arranged as either a morning or afternoon session.

Subject to demand, ABCe may also arrange courses for individuals to attend at a centrally based venue. Details are available on request.

Costs:

For courses held at the client's own venue the cost includes that of the trainer and all course materials. The price quoted includes up to 10 delegates. Larger groups can be accommodated subject to prior agreement and acceptance of an agreed price.

Price: **£1,580* plus VAT**

Industry courses held at ABCe organised venues;



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Price: (per delegate) **£225* plus VAT**

Discount*:

- ❖ *25% discount for existing clients of ABC/ABCe.*
- ❖ *15% discount for existing PPA, PPAi, IPA, DMG, ISBA, NPA, NS, IAB and AOP members.*

Contact

Alan Morrissey - 01442 200824

alan.morrissey@abce.org.uk

training@abce.org.uk



Industry agreed measurement



www.abc.org.uk



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