

# Softskills Net Executive Programmes 2025

Marketing	Sales
Marketing Fundamentals for New Marketing Professionals	<a href="#">Effective Selling Skills for Maximum Results</a>
<a href="#">Driving Effective Marketing Strategies for Competitive Advantage</a>	<a href="#">Consultative Selling for Profitable Business Relationship</a>
<a href="#">Advanced Marketing Strategies that Drive Business Growth &amp; Sustainability</a>	<a href="#">Sales Negotiation Skills for Long term Profitable Business Relationship</a>
Service Marketing for Customer Acquisition, Engagement and Retention	<a href="#">Key Account Selling and Management</a>
<a href="#">Integrated Marketing Campaign for Better Business Results</a>	Delivered a Customer-focused Sales Conversation
<a href="#">Developing a Strategic Marketing Plan</a>	Managing Objections to Close the Sales
Strategic marketing for Business Sustainability	Selling on Value Propositions
Customer Services	Communication
EQ Way for Customer Care	Effective Workplace Communication
Customer Acquisition and Retention Services	<a href="#">Developing Influencing Skills to Achieve Successful Outcomes</a>
Customer Service Excellence for Peak Performance	Developing Assertive and Supportive Communication
Delighting Customer with Differentiated Customer Experience	Overcoming Adversity with Resilience and EQ Skills

**Note:** You can send your staff to a public seminar or arrange for our trainers to provide tailored in-house training solutions to your company. The hyperlinked programs refer to public seminars with specific dates that are currently available. Please email or contact us with any enquiry.

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General Management	HR and Performance Management
Strategic Planning and Goal Setting for Business Results	Performance Management for Organizational Success
Setting Smart Goals and KPIs for Strategic Alignment	Managing Performance through Setting KPI
Mentoring for People Development	Conducting Effective Performance Appraisal
Effective Stakeholder Management and Engagement	Goal Setting and Balance Scorecard for Business Results
Coaching for Business Performance	Behavioural-based Interviewing skills
Effective Managerial Skills	Attract, Engage and Recruit the right Job Seekers
Leadership	Personal Effectiveness and Productivity
Becoming an Effective Leader	<a href="#">Workplace Interpersonal Skills</a>
<a href="#">Leading and Managing Change for Business Sustainability</a>	Driving Critical Skills and Habits for Personal and Professional Effectiveness
<a href="#">Developing Influencing Skills to Achieve Successful Outcomes</a>	Giving and Receiving Feedback skills