



Advanced Studies and Training Centre

SOFT SKILLS TRAINING SCHEDULE - 2019

SALES AND MARKETING | CUSTOMER SERVICE

NO.	TITLE	TRAINING DATE _s	DURATION	LOCATION
1	Analyzing Customers Needs and Meeting Customer Expectations	Jan 29-31 Oct 08-10	3 DAYS	Dubai
2	Social Media Marketing-SMM	Feb 05-07 Oct 08-10	3 DAYS	Dubai
3	Business Networking & Communicating with stake holders	Feb 10-11 Aug 21-22 Dec 18-19	2 DAYS	Dubai
4	Certificate in Business Development	Feb 10-11 Aug 21-22	2 DAYS	Dubai
5	Certificate in Digital Marketing	Feb 17-20 Sep 15-18	4 DAYS	Dubai
6	How to Grow your Business	Feb 24 -26 Sep 24-26	3 DAYS	Dubai
7	Effective Tele Sales- Mastering the Art of Telesales	Mar 12-14 Nov 26-28	3 DAYS	Dubai
8	Smart Calling Techniques	Mar 17 Sep 15	1 DAY	Dubai
9	B2B Insight Selling	Mar 19-20 Oct 13-14	2 DAYS	Dubai
10	The Art of Closing Deals Successfully- Intermediate level	Mar 21-22 Oct 15-16	2 DAYS	Dubai
11	Successful Negotiation & Communication Techniques	Mar 27-28 Oct 30-31	2 DAYS	Dubai
12	Acquiring Sales & Business Opportunities	Apr 10-11 Sep 18-19	2 DAYS	Dubai
13	Certificate in Social Media Marketing	Apr 9-11 Nov 19-21	3 DAYS	Dubai
14	Strategic Account Management	Apr 14-15 Nov 17-18	2 DAYS	Dubai
15	Advanced Negotiation Skills	Apr 17-18 Nov 20-21	2 DAYS	Dubai
16	Strategic Sales Manager- <i>Expert level</i>	Apr 17-18 Nov 24-25	2DAYS	Dubai
17	Sales Strategy- Mastering the Selling process	Apr 21-22 Nov 26-27	2 DAYS	Dubai
18	Improving Your Sales Skills	Jul 02 -04 Oct 15-17	3 DAYS	Dubai
19	Advanced Selling Technique for Difficult Product Services	Jul 08-10 Dec 09-11	3 DAYS	Dubai
20	Customer Service Excellence	July 09-11 Oct 15-17	3 DAYS	Dubai
21	***Successful Telephone Sales & Productive Customer Service	July 15-17 Nov 12-14	3 DAYS	Dubai
22	Digital Marketing Leadership	Jul 16-18 Oct 08-10	3 DAYS	Dubai
23	International Marketing and Globalization	Jul 23-25 Dec 22-24	3 DAYS	Dubai
24	Strategic Marketing Workshop	Aug 26-28 Nov 11-13	3 D AYS	Duba i
25	Selling Treasury Products to Corporate & Institutional Clients	Sep 05 Dec 12	1 DAY	Dubai



NO.	TITLE	TRAINING DATE _S	DURATION	LOCATION
26	Face to Face and Retail Sales Techniques	Sept 16-19	4 DAYS	Dubai
27	The Successful Salesperson	Oct 15-17	3 DAYS	Dubai
28	Relationship Management & Selling Skills	Oct 20-22	3 DAYS	Dubai
MANAGEMENT AND LEADERSHIP TRAINING				
NO.	TITLE	TRAINING DATE _S	DURATION	LOCATION
1	***Mind Mapping & Memory	Jan 20-22	3 Days	Dubai
2	First Time Manager	Jan 20 Sep 22	1 DAY	Dubai
3	Team Leadership Qualities	Feb 19-21 Sep 17- 19	3 DAYS	Dubai
4	Advance Leadership Skills for Executives	Feb 24-26 Oct 15-17	5 DAYS	Dubai
5	Presentation and Communication Skills	Feb 24-25 Nov 19-21	2 DAYE	Dubai
6	Effective Leadership and Team Management	Mar 24-28 Oct 22-26	5 DAYS	Dubai
7	Time Management	Apr 04-06 Oct 08-10	3 DAYS	Dubai
8	Fundamentals of Supervision	Apr 09-11 Oct 15-17	3 DAYS	Dubai
9	KPI, Balance Scorecard & Performance Excellence	Apr 17-18 Oct 09-10	2 DAYS	Dubai
10	Project Management Professional	Apr 21-25 Oct 27-31	5 DAYS	Dubai
11	Change Management	Apr 23-25 Sep 24-26	3 DAYS	Dubai
12	Facility Planning & Management	May 14-16 Sep 24-26	3 DAYS	Dubai
13	Team Leadership Qualities & Fundamentals of Supervision	May 26-30 Nov 17-21	5 DAYS	Dubai
14	Productivity and Time Management	May 28 30 Dec10-12	3 DAYS	Dubai
15	Personal Development for Executive Secretaries	Jun 16-20 Dec 15-19	5 DAYS	Dubai
16	Advanced Decision Making Skills	July 21-25 Nov 24-28	5 DAYS	Dubai
17	Developing Management Skills	July 23-25 Dec 24-26	3 DAYS	Dubai
18	Structured Thinking and Decision Making	Sept 15-19 Dec 22-26	5 DAYS	Dubai
19	What makes you a Good Manager?	Sep 17-19	3 DAYS	Dubai
20	Managing People & What makes you a Good Manager?	Dec 22-26	5 DAYS	Dubai



SKILLS AND DEVELOPMENT TRAINING

NO.	TITLE	TRAINING DATE _s	DURATION	LOCATION
1	Strategic Administration and Office Management Skills	Mar 03-04 Nov 19-21	3 DAYS	Dubai
2	***Advanced MS Excel Skills	Mar 13-14 Oct 13-14	2 DAYS	Dubai
3	***Public Speaking and Presentations Skills	Mar 17-19 Sep 15-17	3 DAYS	Dubai
4	Advanced Presentation & Power Point Technique	Apr 17 -18 Oct 16-17	2 DAYS	Dubai
5	*Effective Branch Management	Apr 21-23 Nov 15-17	3 DAYS	Dubai
6	Business Intelligence: Data Analysis & Reporting Techniques	Apr 23-25 Oct 15-17	3 DAYS	Dubai
7	Building your Meeting Skills	Jul 16-18 Dec 10-12	3 DAYS	Dubai
8	Emotional Intelligence	Aug 27-29	3 DAYS	Dubai
9	Business Communication	Sep 10-12	3 DAYS	Dubai
10	The Aggressive or Assertive Executive	Nov 19-21	3 DAYS	Dubai
11	Coping with Pressure, Change and Setbacks	Nov 24-26	3 DAYS	Dubai

HUMAN RESOURCE AND TRAINING

NO.	TITLE	TRAINING DATE _s	DURATION	LOCATION
1	Conducting Performance Appraisals	Apr 09-11 Dec 10-12	3 DAYS	Dubai
2	Training Needs Analysis	Apr 14-16 Nov 26-28	3 DAYS	Dubai
3	Coaching and Counseling	Apr 09-11 Dec 10-13	3 DAYS	Dubai
4	Train the Trainer	Apr 23-25 Aug 25-27 Dec 24-26	3 DAYS	Dubai
5	Interviewing Skills	Jul 21-23 Dec 15-17	3 DAYS	Dubai
6	Employee Incentive Schemes	Aug 27-29	3 DAYS	Dubai

WOMEN'S DEVELOPMENT TRAINING

1	Wellness in Life-Work Balance	Jan 14 Sep 12	1 DAY	Dubai
2	Women Leadership Program in the 21st Century	Feb 19-20 Sep 15	2 DAYS	Dubai
3	The Psychology of Motivation-Stay driven in your career	Feb 21 Sep 19	1 DAY	Dubai
4	Building Better Relationships	Feb 24 Sep 22	1 DAY	Dubai
5	Building Confidence for Greater Workplace Happiness and Success	Mar 14 Jul 21 Dec 15	1 DAYS	Dubai
6	Boost Self- Confidence (Be Assertive)	Mar 24 Oct 20	1 DAY	Dubai
7	Effective Presentation and Assertive Communication Style	Apr 14 Aug 25 Dec 22	1 DAY	Dubai
8	Create a healthy balance between work and personal life	Apr 25 Nov 21	1 DAY	Dubai
9	Stress Management	Apr 28 Nov 24	1 DAY	Dubai



Training Program in Other Countries

SALES AND MARKETING | CUSTOMER SERVICE

NO.	TITLE	TRAINING DATE'S	DURATION	LOCATION
1	International Marketing and Globalization	Apr 15-17	3 DAYS	Amsterdam
2	Tele Sales and Selling Skills Development	May 13-16	4 DAYS	Amsterdam
3	Relationship Management & Selling Skills	May 20-22	3 DAYS	Amsterdam
4	Strategic Market Analysis	Jul 15-17	3 DAYS	Malaysia
5	The Successful Salesperson	Jul 22-24	3 DAYS	Malaysia
6	Face to Face and Retail Sales Techniques	Sep 16-19	4 DAYS	Malaysia
7	Advanced Negotiation Skills	Nov 18-21	3 DAYS	Kuala Lumpur

MANAGEMENT AND LEADERSHIP TRAINING

8	Structured Thinking and Decision Making	Apr 08-12	5 DAYS	London
9	Managing People & What makes you a Good Manager?	Jun 10-14	5 DAYS	London
10	Effective Leadership and Team Management	Jul 15-19	5 DAYS	London
11	Team Leadership Qualities & Fundamentals of Supervision	Jul 22-26	5 DAYS	London
12	Developing Management Skills	Sep 16-18	3 DAYS	Istanbul
13	What makes you a Good Manager?	Sep 19-22	3 DAYS	Istanbul

HUMAN RESOURCE TRAINING

14	Interviewing Skills	Apr 15-17	3 DAYS	Kuala Lumpur
15	Coaching and Counseling	May 21-23	3 DAYS	Kuala Lumpur
16	Training Needs Analysis	Jun 17-19	3 DAYS	Kuala Lumpur
17	Conducting Performance Appraisals	Jun 24-26	3 DAYS	Kuala Lumpur

