



## Real estate commercial director suit

Are you ready to be a Commercial Director in Real Estate Development Industry??  
Are you currently a sales manager, sales head or marketing manager and looking for your next step as Commercial Director  
Join FLTC and RECAP intensive development program to be qualified as Real Estate Commercial Director.



**Course's language:**  
Bilingual



**Course Date:**  
15 Oct 2023



**Course Duration:**  
5 Days



**For registration**



**Location:**  
FLTC

Scan or Click here



**Target Audience**

sales manager, sales head or  
marketing manager

Or Send email to:  
[info@fltctraining.com](mailto:info@fltctraining.com)



### By the end of this course you will be able to:

- ❖ Know how to plan, develop and implement commercial strategies based on company goals and objectives with the main goal to support and accelerate growth.
- ❖ How to establish sales objectives, forecasting & developing annual sales quotas, projecting sales volume & profit for existing and new projects.
- ❖ How to determine annual unit & gross – profit plans,
- ❖ How to implement marketing strategies, analyzing trends & results.
- ❖ How to analyze data, prepare reports & provide strategic recommendations based on data & market trends.
- ❖ How to Identify, qualify and creates new commercial opportunities.
- ❖ How to develop and manage sales & marketing operating budgets and sales strategies across key market segments.
- ❖ How to design and implement new sales and customer acquisition strategies.
- ❖ Ensure effective control of marketing results and take corrective action to guarantee that achievement of marketing objectives falls within designated targets and budgets.
- ❖ How to enhance staff performance, selecting, orienting & training, counselling, disciplining, planning, monitoring, coaching and appraising departments' job results.
- ❖ How to establish and maintain long-term, profitable partnerships with key stakeholders.



## Course Outline

### Module 1: real estate strategic management

- ❖ In the Real Estate Strategic Management module, you will learn about Strategic management process and concepts, value of vision, mission and corporate objectives, the role of corporate governance and stakeholder management, coherence in strategic direction.
- ❖ External analysis: Porter's Five Forces model, the general environment, the competitive environment, the national environments, and creating the environmentally aware organization.
- ❖ Internal analysis: value chain analysis, resource-based view of a firm, evaluation of firm performance, the balanced scorecard and the strategy map. The Real Estate modern business environment. How to Setup and Lead a Strategic Planning Team. Implementation – How to break down the plan and get it done. Dynamic Planning as a continuous process

### Module 2: real estate marketing strategies

- ❖ In the Real Estate Marketing Strategies module, you will learn about marketing audit conducting, Market Research, Growth Strategy, Market Share vs Value Share, ARPU Development, Customer Share of wallet, STP and value proposition, Persona analysis, Marketing Channels, Marketing Tactics, Marketing KPIs, Branding, Marketing Planning and Budgeting.

### Module 3: real estate sales planning and forecasting

- ❖ In the Real Estate Sales Planning and Forecasting Module, you will learn about Seasonality Management, Sales Forecasting Methods, Bottom-up sales forecast vs a top-down sales forecast, setting individual and team quotas, anticipating market trends, Incorporating changes, Monitoring competitors.



## Course Outline

### Module 4: real estate investment analysis

- ❖ In the Investment Analysis Module, you will learn about the process of evaluating the Real Estate businesses, Real Estate projects, budgets, and other finance-related transactions to determine their performance and suitability, financial statement analysis that is used by internal and external stakeholders to evaluate the Real Estate business performance and value. Financial accounting, income statement, cash flow statement. Horizontal, vertical, and ratio analysis, examining and explaining the components of budget expenditure and revenue. The use of budget indicators (ratios) can help to improve understanding of issues such as the level of implementation of expenditure and revenue budgets or the structure of the budget.

### Module 5: real estate commercial & leasing development

- ❖ In the Real Estate Commercial and Leasing Module, you will learn about Leasing Strategies, Tenant mix Strategy, Commercial property management, Site Selection and Evaluation, Due Diligence/Research, Site Investigation Reports (SIR) / Feasibility Study, Municipality and Customer Required Reports, Preliminary Budgets Established (Proforma), Community Outreach and Communications, Municipality Submittal and Review, Zone Entitlement Process, Finalized Budget.

### Module 6: reporting & data analysis

- ❖ In the reporting & data analysis Module, you will learn about how to gather, arrange, and inspect data using various procedures to deduce information that can be used to shape the trajectories of Real Estate companies, the process of systematically applying statistical and logical techniques to describe and illustrate, condense and recap, and evaluate data. process of inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions and supporting decision-making.



### Course Outline

#### Module 7: competences and capacity building

- ❖ In the Competence and Capacity Building Module, you will learn about Conducting training need assessment, engage stakeholders on capacity development, assess capacity needs and assets, formulate a capacity development response, implement a capacity development response, evaluate capacity development.

#### Module 8: critical and creative thinking

- ❖ In the Critical and Creative Thinking Module, you will learn about Components of Critical Thinking, Non-Linear Thinking, Logical Thinking, Active Listening, Seeing the Big Picture Objectivity, Evaluate Information, Being More Persuasive, Problem Solving, Emotional Intelligence, Changing Your Perspective, Identify Inconsistencies, Trust Your Instincts

# Trainer



Dr. Tamer Mahfouz



Over 22 years of experience in the fields of Business Strategy, Business and marketing Model Development, business consulting, Institutional Capacity Building, Corporate Governance, Strategy-setting, Data Mining, Process Innovation, Change Management and Responsible Communication, customer experience, Sales, Marketing, segmentation & pricing, business case development, customer value proposition development, new product development (NPD) and training in the industry of Real Estate, Fintech, telecom and Sustainable Development.