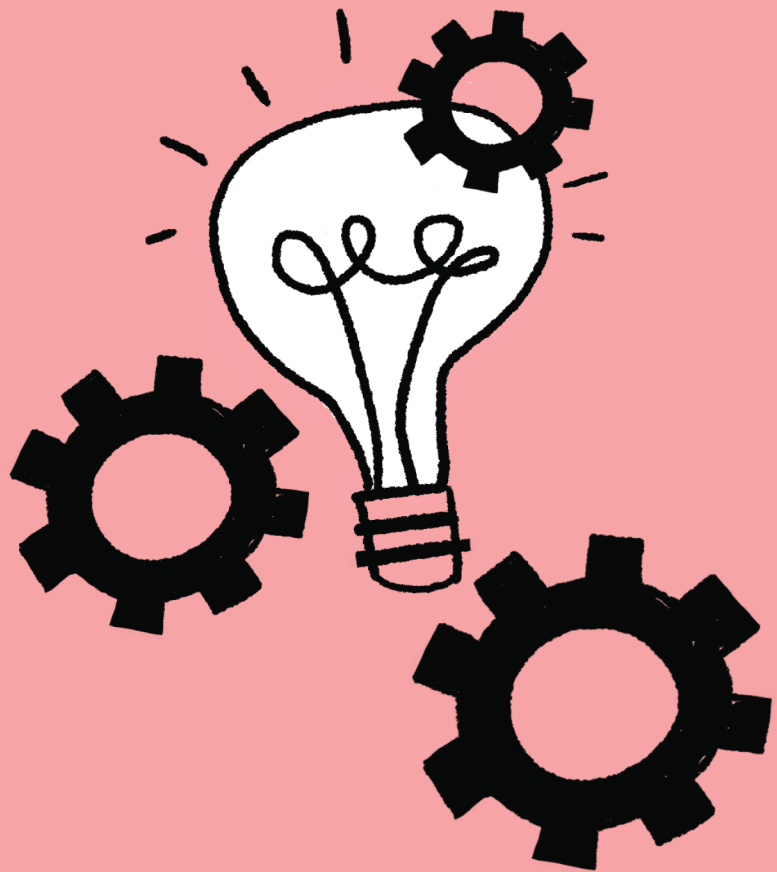


Learn n^o

Career Skills Mastery



We Saw a Gap



We built the Bridge.

Learn n' Digital isn't just another online course platform. It's a community of practitioners who refused to settle for theory-only education.

Learn n' Digital is where Arab marketers come to get serious — about their skills, their careers, and their impact.



When we started Learn n' Digital, the landscape was full of courses that were either too generic, too outdated, or too disconnected from **how marketing actually works** in our region. Students were graduating from programs with certificates they couldn't back up in a real interview.

Business owners were **spending money on agencies** without understanding what they were paying for. Freelancers were offering services they'd half-learned from YouTube. We built Learn n' Digital for all of them.

Not as a platform. As a community with a mission — to make practical, honest, industry-level digital marketing education accessible to every ambitious Arab professional, wherever they are.

02



8.000+

Students
Trained



100%

Practitioner-
Led Curriculum



25+

Countries
Represented

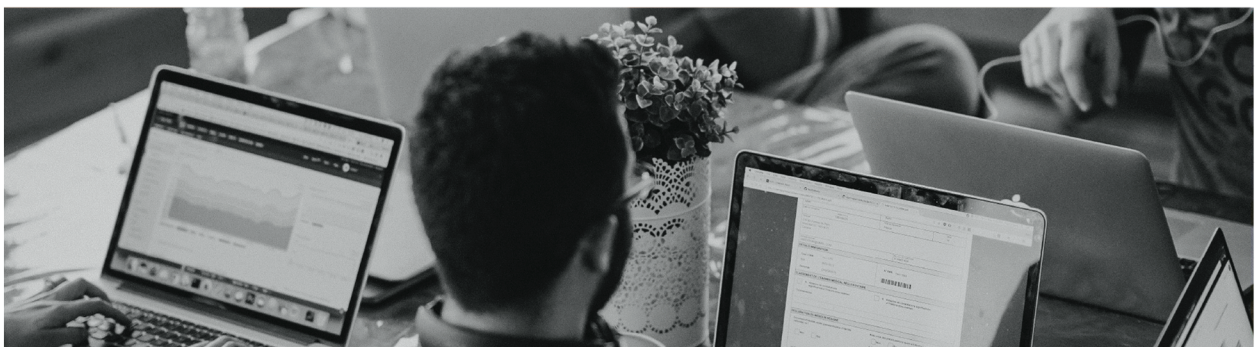
When you join Learn n' Digital, **you don't just get a diploma.**

You get a network that **stays with you long after** graduation.

Why This Exists

Are you stuck — with nothing to show for your efforts?

Most marketers spend years learning scattered tactics with no strategy, no results, and no credential to prove their skills. This diploma changes all of that.



Course introduction

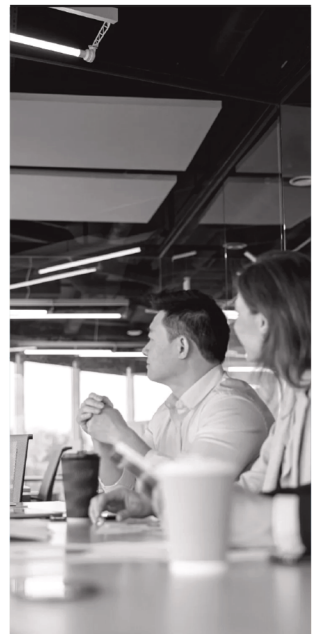


Technical knowledge may help you qualify for a job, but your ability to communicate, influence others, negotiate effectively, and present your ideas confidently determines how successfully you perform and grow.

The program is a **practical training program** designed to prepare graduates and young professionals for real workplace situations.

It helps participants develop the **essential interpersonal and business communication skills needed** to work with teams, communicate with clients, manage challenging conversations, sell ideas, negotiate agreements, and deliver professional presentations.

At **Learn n' Digital**, we do not teach career skills through theory alone. Participants **practice** through realistic business scenarios, role plays, simulations, and practical assignments that reflect the challenges they will face in the workplace.



05

Full Curriculum



6 Sessions
12 Total Hours

Duration per Session: 2 Hours



Session 1: Communication Essentials & Professional Messaging

Duration: 2 Hours

This session introduces the essential communication skills participants need to communicate clearly and professionally in everyday workplace situations.

Topics Covered

- ▶ • Understanding the fundamentals of effective communication.
- Identifying and overcoming common communication barriers.
- Adapting communication according to the audience.
- Practicing active listening and asking relevant questions.
- Communicating ideas with clarity and confidence.
- Understanding verbal and non-verbal communication.
- Communicating effectively with colleagues, managers, and clients.
- Writing professional emails and WhatsApp messages.

Practical Output

- ▶ **Each participant will complete:**
 - One professionally written email.
 - One professional WhatsApp message.
 - A short communication checklist for different workplace audiences.



Session 2: Feedback, Conflict Management & Workplace Influence

Duration: 2 Hours

This session helps participants manage sensitive workplace conversations, feedback, misunderstandings, and conflicts professionally.

Topics Covered

- ▶ • Providing constructive feedback.
- Receiving constructive feedback professionally.
- Managing difficult workplace conversations.
- Managing misunderstandings and workplace conflicts.
- Influencing others without relying on authority.
- Maintaining professional communication during challenging situations.

Practical Output

- ▶ **Each participant will complete:**
 - A constructive feedback message.
 - A short plan for managing a difficult conversation.
 - A suggested solution for a realistic workplace conflict scenario.



Session 3: Consultative Selling, Persuasion & Customer Discovery

Duration: 2 Hours

This session introduces professional selling as a customer-focused process based on understanding needs, building trust, and presenting relevant solutions.

Topics Covered

- ▶ • Understanding the role of sales in business growth.
- Exploring the stages of the sales funnel.
- Understanding consultative selling.
- Identifying customer needs and expectations.
- Using effective questioning techniques.
- Developing a clear value proposition.
- Matching solutions with customer needs.
- Building credibility during the sales conversation.
- Understanding the principles of ethical persuasion.
- Building trust and rapport with customers.
- Understanding customer motivations and buyer psychology.

Practical Output

- ▶ **Each participant will complete:**
 - A customer needs-discovery question sheet.
 - A clear value proposition.
 - A customer-solution matching exercise.
 - A short consultative sales conversation.



Session 4: Customer Relationships, Objection Handling & Closing

Duration: 2 Hours

This session helps participants maintain customer relationships, manage sales objections, and confidently move the customer toward commitment.

Topics Covered

- ▶ **Customer Relationships and Follow-Up**
 - Creating an effective follow-up process.
 - Maintaining follow-up discipline.
 - Developing existing customer accounts.
 - Building long-term customer relationships.
 - Understanding the basics of Customer Relationship Management.

Objection Handling

- Identifying the real reasons behind objections.
- Handling price, trust, timing, and competitor objections.
- Responding to objections confidently and professionally.

Closing Skills

- Recognizing customer buying signals.
- Applying different closing techniques.
- Asking for commitment confidently.

Practical Output

- ▶ **Each participant will create:**
 - A simple customer follow-up plan.
 - A basic CRM customer record.
 - An objection-handling response sheet.
 - A short closing script.



Session 5: Professional Negotiation Skills

Duration: 2 Hours

This session helps participants prepare for negotiations, manage pressure, protect their priorities, and reach professional win-win agreements.

Topics Covered

- ▶ • Understanding the fundamentals of professional negotiation.
- Preparing effectively before entering a negotiation.
- Defining negotiation objectives.
- Identifying negotiation priorities.
- Defining acceptable outcomes.
- Understanding BATNA and negotiation alternatives.
- Applying win-win negotiation frameworks.
- Planning concessions strategically.
- Managing pressure and emotional reactions.
- Handling difficult negotiators.
- Practicing negotiation through realistic role plays.

Practical Output

- ▶ **Each participant will complete:**
 - A negotiation preparation sheet.
 - A clear BATNA.
 - A list of priorities and acceptable outcomes.
 - A concession plan.
 - A realistic negotiation simulation.



Session 6: Professional Negotiation Skills

Duration: 2 Hours

This session helps participants structure, design, and deliver clear, engaging, and professional business presentations.

Topics Covered

- Analyzing the audience before preparing a presentation.
- Defining a clear presentation objective.
- Structuring presentations logically and professionally.
- Using storytelling to create an engaging flow.
- Understanding essential slide design principles.
- Presenting ideas with clarity and confidence.
- Improving body language, posture, and eye contact.
- Controlling voice, pace, tone, and pauses.
- Managing presentation anxiety.
- Handling questions and answers professionally.

Practical Output

Each participant will complete:

- A short presentation structure.
- A presentation story flow.
- One improved presentation slide.
- A short professional presentation.
- A personal presentation improvement checklist.

Program Outcomes:

By the end of the course, participants will be able to:

- Communicate clearly and confidently in professional situations.
- Manage feedback, conflicts, and difficult workplace conversations.
- Identify customer needs and present relevant solutions.
- Apply consultative selling, persuasion, objection-handling, and closing techniques.
- Prepare for and conduct professional negotiations.
- Structure and deliver engaging professional presentations.

Target Audience:

This program is designed for:

- University students in their final years.
- Fresh graduates preparing to enter the job market.
- Young professionals and junior employees.
- Sales, customer service, and business development professionals.
- Anyone seeking to improve their communication, negotiation, selling, and presentation skills.

How will I Learn?



Our approach is rooted in the belief that effective learning must be practical, structured, and personalized.

1. Theory:

Every journey begins with a solid foundation. We equip learners with the core concepts, frameworks, and principles, ensuring that practical application is always backed by deep, structured understanding.

2. Learn by Doing (practical):

Every concept is paired with hands-on exercises, real-world case studies, and actionable frameworks that learners can apply immediately in their professional context

3. Structured Progression:

We guide learners through a clear, stage-by-stage journey - from foundational knowledge to advanced application - ensuring no one is left behind and no one is held back.

4. Feedback & Assessment:

Regular checkpoints, quizzes, and project reviews ensure that learners are not only consuming content but truly internalizing and applying it.

5. Lifetime support and mentorship:

The journey doesn't stop after the session ends or even after the course ends. Learn n' team and instructors provide you with lifetime support to ensure your learn n' journey and even your work, and interviews go as smoothly as possible.

Course Requirements: ↘**▶ Device:**

A laptop is highly recommended for a smoother learning experience (a phone can be used, but is limited)

▶ Internet Connection:

Stable internet access to attend live sessions and complete activities.

▶ Platform:

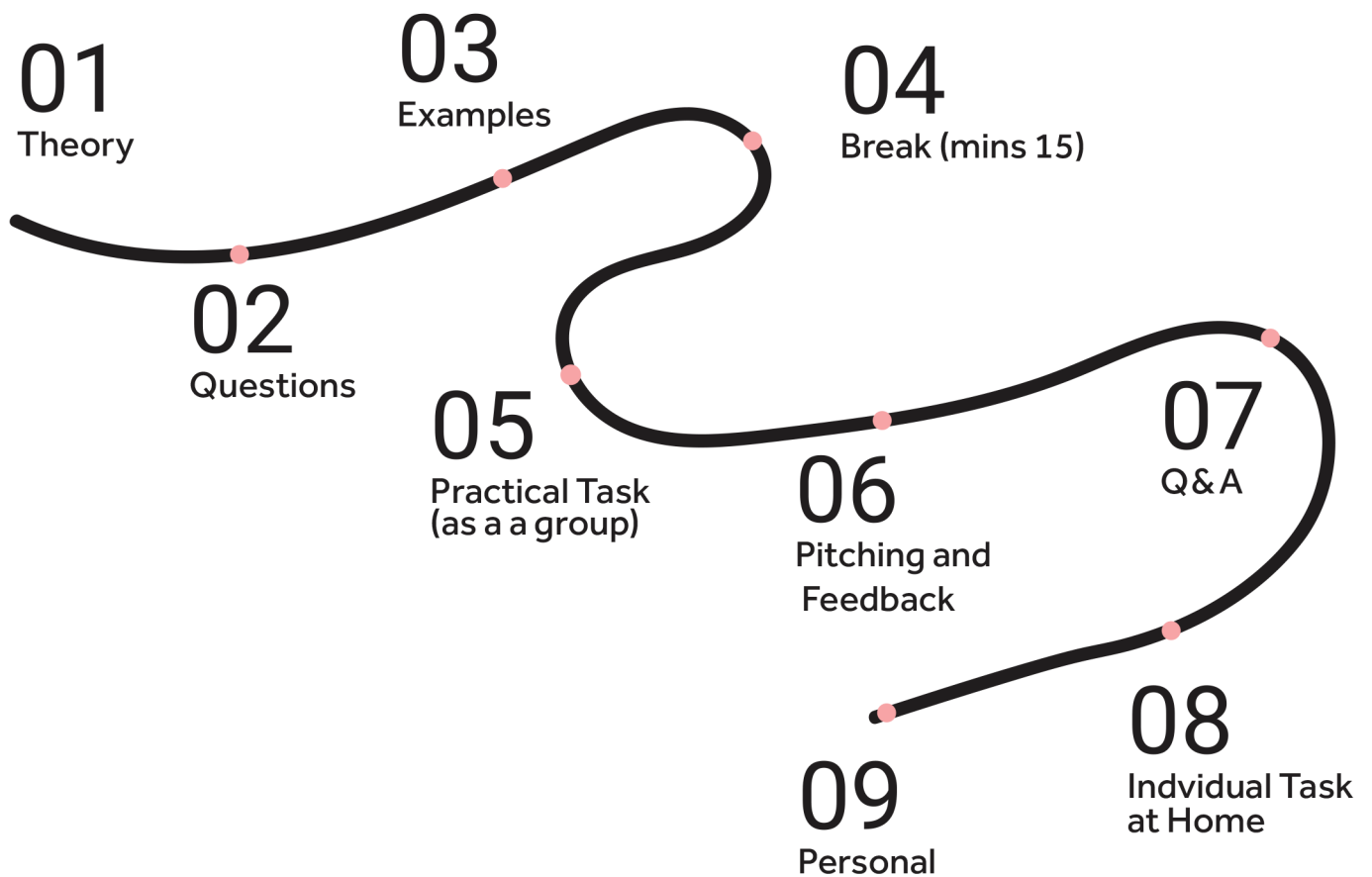
Zoom

▶ Internet Problems:

In case a trainee misses sessions due to internet problems, he/she can watch the recorded session that will be sent to him/her. If the person misses lot of sessions, Learn n' can let him join the next round without any extra fees.



Session Flow:



We are International



	Learn n' Digital (Live)	VS	Recorded Courses
 Flexibility	Fixed schedule	1	High
 Completion rate	High	2	Very low
 Updates	Regularly updated to reflect market trends	3	Static content
 Application	Fixed schedule	4	High
 Interaction	High (real-time)	5	None/limited
 Learning Depth	Deeper (guided)	6	Depends on self-discipline

Our Trainer

▶ Dr. Ahmed Elbeblawy
is a Marketing expert.

The investment



It's more than Just a Workshop, Your investment also gives you:

- **Lifetime access** to the recorded sessions.
- **Special discounts** for the family.
- **Free consultation session** with our Experts.
- Lifetime **support**.
- Lifetime **mentorship**.
- Exclusive access to **Learn n' Plus community**.
- Exclusive **free workshops and webinars**.
- **Expert feedback** and project reviews.
- **Networking** with International marketers.
- **Portfolio-ready work**, job recommendations & internships.

Course pricing: **6320 EGP** ~~7900 EGP~~

6 Sessions

12 Hours

20% Savings
with full course

Are you Learn n' Family member?

Ask for your special discount

20

READY TO GET STARTED?



marketing@lrnn.ai



+2010 60803114



@learnndig



wa.me/201060803114



https://lrnn.ai