



Develop Your Skills To Grow Your Business!

Register to our learning portal and get 1-month free premium access to a host of practical online courses that are relevant to your business starting off with a leadership course.

Register at: **SME.potential.com**

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Ministry of Economy & Trade SME Development Learning Library

Do you want to grow your business and develop your skills?

This is your chance to learn anytime, anywhere and at your own pace.

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By registering you agree to our [Terms](#), [Conditions](#) and [Privacy Policy](#)

A simple learning path for the first course

The screenshot shows the course page for 'Essential Sales Skills' on Coursera. At the top, there is a video player with a woman speaking. Below the video, there are sections for 'Earn Points For Great Rewards', 'Your Points: 45', 'Core Subject Areas', 'Unit Summary', 'Complete', 'Resources', and 'Useful Offers'. The 'Core Subject Areas' section shows two units: '24 Minute Sales Process' and 'Program Overview', both marked as complete. The 'Resources' section includes a link to 'Download Spreadsheet Templates'. At the bottom, there is a banner for 'UPLOAD and SELL your Products and'.

Essential Sales Skills
An 18-week, self-paced course

Share

Earn Points For Great Rewards
Complete the pre-test and the post-test to see how your learning has improved and gain 10 points

Your Points: 45
You have completed 2% of the course

Core Subject Areas
50% Complete

Unit	Duration	Progress
Unit 1	24 Minute Sales Process	100%
Unit 2	Program Overview	100%

Show course intro

Unit Summary
The first essential sales skills which should always be in business are:
• Engage in understanding client needs
• Edge to close business.

Read More

Complete
You have now completed this unit.

Resources
Grab Your Business Templates
Download Spreadsheet Templates

Useful Offers
UPLOAD and SELL your Products and

The screenshot shows a user's profile page on Coursera. At the top, there is a header with the Coursera logo and navigation links for 'Dashboard', 'Courses', and 'Logout'. Below the header is a large image of a laptop and a cup of coffee. The profile section shows 'Points: 83' and an 'Edit Profile' button. A message says 'Update your profile to earn more points!'. Below this is a section titled 'Don't Know Where To Start? Let Us Suggest A Course For You'. This section contains a list of course recommendations with details such as course title, duration, and number of units. The 'Enrolled Courses' section shows a grid of course cards with images, titles, and progress indicators.

Points: 83
Edit Profile
Update your profile to earn more points!

Don't Know Where To Start?
Let Us Suggest A Course For You

View all filters | Hide all filters | Want to focus on an organization?

Enrolled Courses

Course Title	Duration	Units
Business Etiquette: Managers	12 Minutes	4 Units
Corporate Social Responsibility (CSR)	30 Minutes	5 Units
24 Minute Accounting: Accounting	24 Minutes	13 Units
Social Media for Business Marketing	15 Minutes	8 Units

Overview of the SME Development Tracks

All SMEs start with a common micro-course and then have the ability to choose other general courses or specialized content tracks.

Common Track	Next Generation Business Skills	Specialized Content	
1 Strategy			
2 Innovation			
3 Leadership			
4 Talent development	A selection of over 100 topics and areas of focus that are highly relevant to employees and business owners to equip them for today's fast paced business environment.	Topic Focus (Online Marketing, Enterprise Selling, Distribution, etc..)	
5 Brand & Marketing			
6 ICT, Web & Social media			
7 Sales			
8 Legal			
9 Finance for SMEs			
10 Project management			
11 Expansion			
12 Funding and Investment			
			Industry Focus (Tourism, Resellers, Retailers, etc..)
			Stage of Development Focus (Startup, Micro, Large, etc..)



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