



TARGET AUDIENCE

Sales representatives responsible for the promotion and sale of services (market managers and similar).



GOALS

Market and master communication techniques in order to establish a positive business relationship with customers.



PREREQUISITES

Master the technique of "freight" sales.



EDUCATIONAL MODALITIES

Case studies, video projection, role plays and scenarios followed by a group debriefing, exchange of practices, group reflections and debates.



DURATION: 4,5 Days



PROGRAM

- Define the challenges of interpersonal communication and identify all its dimensions, within the framework of a commercial relationship (active listening, empathy ...).
- Learn the techniques of making appointments with customers.
- Prepare and structure the sales interview.
- Understand and master the rules and techniques of argumentation.
- Use the methods of trade negotiations.
- Manage the closing stage at the end of the sales process.
- Follow up on the sale and manage the various aspects related to after-sales.