

IFF CV102/ EN

COMMERCIAL EFFICIENCY



TARGET AUDIENCE

Front office staff managers and supervisors.



GOALS

- Understand the commercial dimension of front office staff (executives and supervisors) and acquire the fundamental commercial techniques necessary to mobilize all internal players around client projects.



PREREQUISITES

To have held a position with customer relations.



EDUCATIONAL MODALITIES

Situational exercises and case studies.



DURATION: 2 Days



PROGRAM

- Define the challenges of commercial efficiency
- Identify the fundamentals of commercial attitudes
- Know how to build a sales pitch and how to sell
- Deal with difficult customers and dealing with dissatisfaction
- Learn the know-how of a proactive salesperson

• **Level 2 assessment:** Assessment of skills acquired at the end of training ➔ **No**