



### TARGET AUDIENCE

- Staff in charge of commercial sales.



### GOALS

- Know the main principles of High Speed and to explain them
- Apply the new price range
- Selling the range with commercial efficiency



### PREREQUISITES

- Know the current tariff range and be a sales agent.



### EDUCATIONAL MODALITIES

Various teaching methods: exhibitions, participative, role-playing, work in sub-groups and presentation of educational films...



**DURATION:** 4,5 Days



### PROGRAM

- Projects and Business Strategy of the Company
- Find out about the High-Speed fare offer (fare range and its advantages, Exchange and refund conditions relating to the different fares, Commercial offers and their respective advantages);
- Sales dialogue (introducing and applying sales techniques, customer relations).