

TRAINING AGENDA – EFFECTIVE SALES TECHNIQUES

1. Topics covered during the training

- Customer's Needs Analysis
- Customer Relationship Management
- Sales Techniques
- Dealing with “difficult costumers”

2. The Target Group

- Managers, Sales executives and staff, Entrepreneurs
- Freelancers engaged in International Negotiation
- All staff involved in the negotiations & sales process

3. The practicalities

- Acquiring a customer
- Establishing good customer relations
- Dealing with “difficult costumers”
- Successful sales techniques