



SCANDINAVIAN ACADEMY
For Training and Development

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Course: Sales Professional

Code	City	Hotel	Start	End	Price	Language - Hours
482	Florence (Italy)	Hotel Meeting Room	2025-04-21	2025-04-25	5450 €	En - 25

Program Objectives

By the end of the program, participants will be able to:

- Integrate consultative and value added selling into their professional practices.
- Understand the process and psychology of the sales cycle.
- Synchronize their selling cycle to the buying cycle of the customer.
- Manage the value of their customers.

This Program is designed for

Sales and Marketing staff as well as anyone who needs to sell a commodity or an idea to another person. This program is worth 25 NASBA CPEs

Program Outline



The Changing Business Environment

-
- Turbulent Times for Companies
-
- Evolution of Personal Selling
-
- Are We Selling Something or Helping the Customer Buy?
-
- Personal Selling Profile

Preparation and Self Organization

-
- Personal Management
-
- Impact of Your Appearance
-
- Developing a Strategy for Sales Success (The BAT Formula: Behavior, Attitude and Techniques)

The Sales Meeting

- - Functions of the Sales Presentation
 -
 - Professional Skills
 -
 - The ASAP Formula (Art, Science, Agility, Performance)
 -
 - The 7-Step Sales Process
 -
 - Overcoming Objections Which Comprise 6 Major Factors:
 -
 - Need
 -
 - Features
 -
 - Company
 -
 - Price
 -
 - Time
 -
 - Competition
 -
- Closing Techniques

Creating Rapport through Communication

-
- Purpose of Communication
-
- Elements of Communication with Others
-
- Questioning and Probing Skills (The RAIN Model: Rapport, Aspirations, Impact, Need Analysis)

Managing the Customer Relationship

-
- Service Beliefs and Philosophy
-
- Basic Attributes of a Positive Attitude
-
- Value of Your Customer and How You Manage It
-
- Causes of Customer Attrition
-
- How to Respond to Different Buyers and Different Personalities



The Scandinavian Academy for Training and Development employs modern methods in training and skills development, enhancing the efficiency of human resource development. We follow these practices:

• **Theoretical Lectures:**

- We deliver knowledge through advanced presentations such as PowerPoint and visual materials, including videos and short films.

• **Scientific Assessment:**

- We evaluate trainees skills before and after the course to ensure their progress.

• **Brainstorming and Interaction:**

- We encourage active participation through brainstorming sessions and applying concepts through role play.

• **Practical Cases:**

- We provide practical cases that align with the scientific content and the participants specific needs.

• **Examinations:**

- Tests are conducted at the end of the program to assess knowledge retention.

• **Educational Materials:**

- We provide both printed and digital scientific and practical materials to participants.

• **Attendance and Final Result Reports:**

- We prepare detailed attendance reports for participants and offer a comprehensive program evaluation.

• **Professionals and Experts:**

- The programs scientific content is prepared by the best professors and trainers in various fields.

• **Professional Completion Certificate:**

- Participants receive a professional completion certificate issued by the Scandinavian Academy for Training and Development in the Kingdom of Sweden, with the option for international authentication.

• **Program Timings:**

- Training programs are held from 10:00 AM to 2:00 PM and include coffee break sessions during lectures.