



**SCANDINAVIAN ACADEMY**  
For Training and Development

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## Course: Sales Professional

Code	City	Hotel	Start	End	Price	Language - Hours
482	Frankfurt (Germany)	Hotel Meeting	2025-10-27	2025-10-31	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**

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

### **Preparation and Self Organization**

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- 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**

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- 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.