



**Customer Service  
Sales & Marketing**



**SCANDINAVIAN ACADEMY**  
Training and Development

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## Course: Sales Professional

Code	City	hotel	Start	End	price	Hours
482	Prague (Czech Republic)	Hotel Meeting Room	2024-05-20	2024-05-24	5450 €	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
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- 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**

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- 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**

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- 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 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 buffet sessions for light meals during lectures.