

# BOGE Compressed Air Academy

## Sales Seminar (English)

<b>Description</b>	<b>Professional preparation for sales talks (6EV1)</b>
<b>Learning opportunities</b>	<p>This seminar is for inexperienced sales people or indoor sales people, as well as for experienced ones who want to brush-up their sales skills.</p> <p>Participants of this seminar will learn about basics of sales and will learn the mechanisms and techniques of successful sales talks. Exercises and work shops will support this goal.</p>
<b>Target group</b>	Sales people and indoor sales people with intensive customer contacts to our dealer partners and customers.
<b>Content</b>	<ul style="list-style-type: none"><li>• Communication and selling</li><li>• Sales talks: from opening to closing a deal</li><li>• Elements of preparation</li><li>• Basics of negotiation</li><li>• The 4 corner posts of negotiation</li><li>• How to deal with objections</li></ul>
<b>Requirements</b>	sales orientation
<b>Duration</b>	1 Day
<b>Charge</b>	-
<b>Dates and locations</b>	on appointment

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### Agenda Professional preparation for Sales Talks (6EV1)

#### Day 1

- 09:00 hrs** Welcome and introduction to the course agenda, Introduction of participants
- 09:15 hrs** Basics of communication
- active listening
  - body language
- 10:30 hrs** Break
- 11:00 hrs** Communication
- leading a conversation
  - Elements of communication
  - exercises
- 12:45 hrs** Lunch-Break
- 13:30 hrs** The sales talk: from preparation to closing the deal
- The preparation
  - The customer
  - The planning
- 15:00 hrs** Break
- 15:15 hrs** The sales talk: from preparation to closing the deal
- The negotiation
  - Dealing with objections
  - Closing the deal
- 17:30 hrs** End of the seminar

**In case the seminar will take place at BOGE headquarters, and if time-wise possible we will make a factory tour for those who are interested.**