

BOGE Compressed Air Academy

Sales Seminar (English)

Description	Communication, negotiating and selling (6EV2)
Learning opportunities	<p>This seminar is for inexperienced sales people, indoor sales people with intensive customer contacts and those who want to brush-up their selling skills.</p> <p>The participants will learn the basics of communication, negotiation and selling techniques. Exercises and workshops will support this goal.</p>
Target group	Sales people and indoor sales people with intensive customer contacts to our dealer partners and customers.
Content	<ul style="list-style-type: none">• Basics of communication• The price negotiation• The four corner posts of negotiation• Conflict management and dealing with objections• The phone call• Techniques of asking questions and argumentation
Requirements	Sales orientation and basic understanding of compressors.
Duration	1 Day
Charge	-
Dates and locations	on appointment

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Agenda **Communication, negotiating and selling (6EV2)**

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** The Negotiation
- The price negotiation
 - exercises
- 12:45 hrs** Lunch-Break
- 13:30 hrs** The phone call
- Conflict management
 - dealing with objections
- 15:00 hrs** Break
- 15:15 hrs** Techniques to ask questions and argumentation
- Exercises
- 17:00 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.