



# Proactive Selling

---

## AIM AND OBJECTIVES OF THE PROGRAM:

---

### Program aim:

This two-days training program uncovers the main aspects that need to be followed during the selling process, approaching in a correct and structured way the relationship with the customer.

### Objectives:

- Identification of customers and elements for their segmentation.
- Customer approach - a coherent and detailed process.
- Familiarizing in forming relationships with the customers and maintaining them.
- Awareness of the importance of the customers' retention in the system.
- Awareness of internal errors (related to people and processes) that could lead to losing customers.

## COMPETENCES COVERED:

---

After attending this training program, the participants will acquire the following competences:

- Planned approach of selling;
- Basic techniques of initiation, carrying out and closing of a sale;
- Acquisition of knowledge and abilities to identify the customers' needs;
- Overcoming the customers' objections during the selling process;
- Approach of a negotiation technique of „win-win” type;
- Methods for improvement of the customers' retention in the system;
- Elements for optimizing the relationships with the customers.



### STRUCTURE AND DURATION OF THE PROGRAM:

- The duration of the program is of **2 consecutive days** per group of participants.
- One day of training comprises 6 hours of effective work, distributed in **4 sessions** of 1 ½h.
- The **daily agenda** of the program:

DAY 1	DAY 2
Session 1: 9.00 - 10.30	Session 1: 9.00 - 10.30
<i>Coffee break: 15'</i>	<i>Coffee break: 15'</i>
Session 2: 10.45 - 12.15	Session 2: 10.45 - 12.15
<i>Lunch break: 1+1/2 h</i>	<i>Lunch break: 1+1/2 h</i>
Session 3: 13.45 - 15.15	Session 3: 13.45 - 15.15
<i>Coffee break: 15'</i>	<i>Coffee break: 15'</i>
Session 4: 15.30 - 17.00	Session 4: 15.30 - 17.00