



FIDI
ACADEMY

NEW COURSE

CORPORATE SALES PROGRAMME

CORPORATE SALES PROGRAMME (CSP)

Overview

Our industry has recently highlighted the need for movers to be more informed, strategic and better trained in their sales approach. This course is here to solve that problem.

This programme has been developed with and will be delivered by our business partner Carver Consulting, who have many years experience in sales training.

Tailor-made to the challenges of the moving and relocation industry and the complexity of its stakeholders, the programme will offer both a strategic approach to sales but also tangible value, professional tools and methodology that will help participants be more successful in winning their clients.

Participants will go home with new ideas, innovative approaches, skills, and tools to generate more revenue for their businesses.

For further enquiries contact academy@fidi.org



CORPORATE SALES PROGRAMME (CSP)

Structure

This programme is given in a combination of in-person and virtual instruction. It has a **modular form** meaning, participants can sign up for **the entire program or specific workshops**.

Workshops	Format	Max attendees	Duration
Sales presentations to clients	Online	5	4 hrs
Negotiation & Handling Objections	Online	5	4 hrs
Price handling	Online	5	4 hrs
Sales Skills and Key Account Sales	In person	10	5 days

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CORPORATE SALES PROGRAMME (CSP)

Practical Information

This program is offered on a modular basis. Participants can sign up for the whole program or for a few workshops only.

Fees for classroom workshops include 4 nights' accommodation, food & beverage.

Investment

- ✓ Full Programme : 4770 EUR
- ✓ Online : 290 EUR / per workshop
- ✓ Classroom : 3900 EUR / per workshop

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CORPORATE SALES PROGRAMME (CSP)

Topics Covered

Online Workshops

1 - Sales Presentations to Clients

- ✓ Participants will learn how to make an effective sales presentation designed to win clients.
- ✓ Participants will develop their skills to win decision makers and convincing an audience through their sales presentation.

2 - Negotiation situations with difficult clients

- ✓ Participants learn how to maximise opportunities and minimise dangers that clients create during negotiation. They will receive tools how to steer a negotiation successfully.



CORPORATE SALES PROGRAMME (CSP)

Topics Covered

Online Workshops

2.1 - Handling objections from clients

- ✓ Participants will learn strategies for handling situations where clients express doubts or concerns regarding the necessity or quality of services, and win the client for a positive decision.

3 - Price handling

- ✓ When to communicate about it
- ✓ How to present it to minimise negotiation from the partner
- ✓ How to negotiate if needed



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Topics Covered

In-person Workshop

1. Classic sales skills and methods

- ✓ Presentation or negotiation skills (agreed with participants in advance)
- ✓ Exploring the partner's situation
- ✓ Benefit argumentation
- ✓ Handling objection
- ✓ Price communication and agreements

2. Key account sales

- ✓ Establishing a client database
- ✓ Key account management negotiations
- ✓ Sales analysis
- ✓ Strategic planning



THE FIDI ACADEMY

The FIDI Academy team is at your entire disposal for any questions and to discuss how we can adapt our programmes to your needs.

For more information:

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