

Webinar

Sales Excellence in the German Market



Dive into an insightful seminar led by international trade experts, designed to equip you with the tools and strategies to succeed in the German market. Learn the nuances of developing business activities and identifying ideal German partners.

Aim of the seminar:

The seminar brings together international foreign trade experts that will help you elevate your international business strategy. It is designed to prepare companies for entering the German market. The seminar focuses on, among others, valuable tools for developing business activities and how to find suitable business partners in Germany.

Content:

- The seminar brings together international foreign trade experts that will help you elevate your international business strategy.
- It is designed to prepare companies for entering the German market. The seminar focuses on, among others, valuable tools for developing business activities and how to find suitable business partners in Germany.
- Understanding the cultural differences, motivational profile and buying focus of your clients
- How do we build trust and sympathy through value based questioning techniques
- Dealing with critical situations and handling objections in Germany

Target group:

The programme is aimed at (prospective) managers or decision-makers with responsibilities in internationalisation.

Details

Date:	5th – 6th of November 2024
Time:	Day 1: 8:00 am - 12:00 pm Day 2: 8:30 am – 4:30 pm <i>subject to change</i>
Location:	online
Costs:	970,00 Euro plus VAT. If your company is a member company of a "German Foreign Trade Chamber" (AHK) you will only have to pay 850 € per participant. Simply write in the comments section during the application process the AHK you are a member of.
Registration deadline:	29th of October 2024

The seminar is supported by:



Deutsch-Finnische Handelskammer
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