

# Head of Sales

Martedì 26 Marzo 2019

## **09:00** Registration of Participants

Roberto Galati, Vice President - Country Manager Italy -

## **09:15** Opening Session

### **I SESSION**

## **09:30** Selling with Impact: The psychology of the first impression and how great communication skills can help you build a profitable relationship

The power of the first impression  
Building connection with the client  
Reading signs  
Making a positive impact  
Standing out from the crowd  
Becoming the trusted adviser

Luan de Burgh, Founding Director - Burgh Training Ltd

## **11:00** Coffee break

### **II SESSION**

## **11:30** The italian perspective: the rational of ethical and relational selling for success

CommunicAction, the language of Action  
NeuroCommunicative Intelligence: Tell, Share, Win  
Values and Perspectives: how to communicate your opinions effectively to your clients, safeguarding different ideas and positions  
Decision Making: ReCoDe (Relationship, how to build it; Communication, how to foster it; Decision, how to favour it)  
SALES DNA: ethical and effective sales process' phases  
The Art of Asking and Listening

NeuroSelling: evolutionary persuasive selling and buying mind bias

Eleonora Saladino, Psychologist, Author of the book "DNA delle Vendite" -

**12:30 How to identify the best prospects for your business development?**

Luisa Quarta, Marketing Director - Bureau van Dijk

**13:00 Lunch**

**III SESSION**

**14:30 Sales Negotiations: If the most successful sales approach is that of the Trusted Adviser, how does the Trusted Adviser negotiate?**

Build profitable and sustainable relationships with customers by negotiating win-win solutions

Bring creativity to find solutions which generate extra value for all parties

Influence their thinking towards your best possible figure

Plan for ambitious outcomes and be confident in achieving them

Increase your power in a deal

Resolve any deadlock

Know exactly when to walk away

Be successful in resolving complex, dynamic, multi-party negotiations

Simon Horton, Author of the best-selling book, "The Leader's Guide to Negotiation" -

**16:30 Networking**

**17:00 Chiusura dei Lavori**

**Sponsor :**

