

Sales Process Training for UA Holding 19 – 20 April 2008

“UA Holding” Ltd, an official dealer of KIA brand in Ukraine together with its training partner “TGM Abel & Berger International Ukraine” provided the training “10 steps of KIA sales process” for sales consultants.

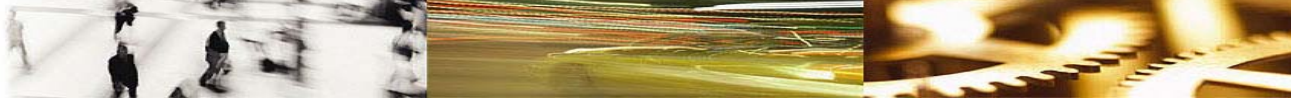
The training was presented by Andrey Petrenko, Master Trainer-Consultant and Director of TGM Abel & Berger International Ukraine. A 2-day training was provided for one group of sales consultants of UA Holding.

During the training the peculiarities of 10 steps of KIA sales process were taken up. The participants learnt the arguments and gained the tools which can be used by sales consultants to attract the customers and successfully handle with them in further cooperation.

The theoretical material was accompanied with practical assignments (role plays) of customers attending and consulting, vehicles presentations, negotiation skills. The aim of practice work was to immerse the participants into the real sales situations which they deal with daily in customer handling.

The event was a successful start in a 10-step sales training process for the employees who work for sales departments. Its implementation is an important step in the dynamical expanding of KIA brand in the Ukrainian market.





References:

“KIA Motors Ukraine” – www.kia.com.ua

“UA Holding” – www.uaholding.com.ua

TGM Abel & Berger International Ukraine – www.tgm.kiev.ua