



# MODULE SALES PROFESSIONAL

## SPO1

### SMI Training Program 2022

Sales Account, Sales Manager, Sales Director

<p><b>Who should participate</b></p>	<p><b>Sales Account, Sales Manager, Sales Director</b> and all those who execute maintenance on escalators and moving walkways.</p>
<p><b>Why you want to participate</b></p>	<ul style="list-style-type: none"> <li>• You will learn the key elements of a successful sales strategy for escalators and moving walkways.</li> <li>• You will learn the key elements of a successful negotiation to win the customer on competence.</li> </ul>
<p><b>What you will learn</b></p>	<ul style="list-style-type: none"> <li>• Primary knowledge and tools for successfully selling new installations.</li> <li>• Primary knowledge and tools for successfully selling maintenance.</li> <li>• Case studies simulation.</li> <li>• Focus on the topics of interest for the Business Owner.</li> </ul>
<p><b>How &amp; where you will learn</b></p>	<ul style="list-style-type: none"> <li>• 8 hours.</li> <li>• Desk and practical exercises.</li> <li>• Impianto Sicuro Academy, Milan ITALY.</li> </ul>
<p><b>Key features</b></p>	<ul style="list-style-type: none"> <li>• Registration always open.</li> <li>• Question time at the end of the course to address additional needs.</li> <li>• Evaluation survey at the end of the module to challenge yourself.</li> <li>• SMI Italia attendance certificate.</li> </ul>
<p><b>Key requirement</b></p>	<ul style="list-style-type: none"> <li>• <b>You must have successfully attended Norm Professional NPBI.</b></li> </ul>