



CORSO in videoconferenza

“BUSINESS ENGLISH FOR SALES”- EXPRESS SERIES – 15 ore

30/3, 6/4, 13/4 20/4, 27/4 e 4/5 h: 10:00-12:30

OBIETTIVI DEL CORSO: Il corso è un corso di Business English volto alla vendita, con approfondimento grammaticale a supporto delle abilità comunicative e commerciali affrontate. Il corso pone massima attenzione al linguaggio funzionale e al lessico di settore. Gli argomenti trattati si basano su situazioni e casi lavorativi reali. Ogni step includerà: Sales Communication Skills, Reading, Listening, Use of English and Videos.

PROGRAMMA

1- PROSPECTING: Sales Communication Skills: Qualifying prospects, Following up prospects by email and telephone. Reading: Trade show information, A follow-up email. Listening: Qualifying prospects at the trade fair. A follow-up telephone call. Use of English: Lead-generation methods, Indirect questions, Phrases for following up.

2- PLANNING: Sales Communication Skills: Planning future, Setting objectives. Reading: Email organizing, Travel plans. Listening: A meeting discussing, sales prospects for the new sales period, a meeting to delegate responsibilities. Use of English: Modal for possibility, Future Forms, emphatic phrases to talk about future plans/action.

3- PRODUCT DEVELOPMENT: describing trends and changes, describing features and benefits. Reading: a report on market trends, an email on market changes. use of English: Phrases to describe trends, Phrases to describe features and benefits.

4- NEW BUSINESS: Presenting a company, Clarifying customer needs, Confirming next steps. Listening: closing a sales meeting, Use of English: Phrases to describe a company ,Present Perfect for track records, Phrases to check understanding

5- PITCHING: Writing presentation slides, interacting with slides, dealing with questions. Reading: a blog post about bullet points in slides. Use of English: Phrases to give reasons. Common business collocations.

6- CLOSING: Dealing with customer objections, Negotiation terms, closing deals. Reading: Article giving advice on dealing with objections. extract form a contract.



Listening: Resolving objections, Explaining contract terms. Use of English: Phrases to deal with objections, conditional for negotiating, Phrases used in the contracts.

7- CUSTOMER RETENTION: Building customer retention, getting a meeting, getting a referral. Listening: a telephone call following up a sale, a meeting asking for a referral. Use of English: Phrases to get feedback on a sale, Phrases to show politeness.

8 - CUSTOMER CARE: Managing complaints, Investigating complaints. Listening: A customer complaint on the telephone, reporting solutions to customers. Use of English: Collocations for handling complaints, Present Perfect with already, Just, yet and still.

Livello richiesto: pre-intermediate/ intermediate

DURATA: 15 ore

CALENDARIO: 30/3, 6/4, 13/4, 20/4, 27/4 e 4/5 **ORARIO:** 10.00-12.30

DOCENTE: *Laura Mossa, docente e fondatrice dello studio di consulenza linguistica - **Lingua Consulting** - di Arezzo. Attenta al cambiamento di digitalizzazione che stiamo vivendo, è attivamente impegnata con le case editrici più prestigiose volte a garantire risorse innovative di Business digitale.*

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QUOTA INDIVIDUALE DI ISCRIZIONE:

€ 220 + IVA per Aziende Associate Confindustria Toscana Sud

€ 250+ IVA per Aziende non Associate Confindustria Toscana Sud

PER INFORMAZIONI:

Delegazione di Arezzo

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