

***Would you like to achieve better communication with customers, business partners and/or investors  
? Would you like to be able to give effective presentations related to your innovation? Or you want to improve your selling skills?***

***This training aims at enabling you to organize and hold properly a business meeting, to accept and understand customers' comments referring to your innovation  
,  
to improve communicational skills,  
and all this for the sake of better presentation and sale of your innovation  
.***

***The training is created for all of you, innovators, who would like to present your own innovation effectively, stimulatingly and authentically.***

### **Target group**

The training aims at small (innovative) enterprises who want to improve their communicational and selling skills.

### **Training content:**

- How to become a successful speaker
- How to organize and hold properly a business meeting
- How to accept and understand customers' comments
- How to present my innovative business
- How to negotiate successfully

### **Benefits for your enterprise:**

# HOW TO IMPROVE MY COMMUNICATIONAL/SELLING/PRESENTATION SKILLS?

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- You will learn to understand your own and others' verbal and non-verbal communication
- You will learn to listen to and understand your customers
- You will know how to find a solution to the dissatisfaction of customers
- You will improve your skills for conducting business talks
- You will improve the skill of presenting your innovative business
- You will learn about types of negotiations, what is the goal of your negotiation and how to make it better
- You will form the basis for further education in terms of selling skills
- You will get the material which you can use as a good reminder and guide

## Requested preknowledge:

- None. Within the training, we will develop your current communicational, selling and presentation skills.

The training represents the combination of lectures, discussions and practical exercises. You will be in a direct contact with the trainer and during the training, we will deal with your concrete problems and questions.

**Materials:** materials will be provided at the very training. You will get the presentations, as well, via e-mail, after the training is completed.

**Duration:** 3 days, from 10 a.m. to 5 p.m.

**Number of attendees:** maximum 15