

**Program Raylife Sales Academy**

<b>9:00 – 9:15</b>	<b>Welcome</b> <ul style="list-style-type: none"><li>• Organization</li></ul>
<b>9:15 – 11:30</b>	<b>Market analysis</b> <ul style="list-style-type: none"><li>• Who is your client</li><li>• Differences in different markets</li><li>• Strength and weaknesses of each market</li></ul>
<i>11:30 – 11:45</i>	<i>Coffee Break</i>
<b>11:45 – 13:00</b>	<b>Sales Approach</b> <ul style="list-style-type: none"><li>• Sales phases</li><li>• Purchase attitude</li></ul>
<b>13:00 – 14:00</b>	<b>Lunch</b>
<b>14:00 – 18:00</b>	<b>Sales Argumentation</b> <ul style="list-style-type: none"><li>• How to create your sales argumentation</li><li>• Sales Arguments</li><li>• Objections</li><li>• Role Play</li></ul>