

I found a way where we can combine the three main elements we want to help them explore e.i. Sales Skills, Negotiation Skills, and Trade Show Performance.

I recommend we design one day and a half "Sales and Negotiation" workshop, and we leave the last half day to work on adapting all what we learned to the context of an exhibition. We will end up with 8 modules. The modules in **blue** are the hottest topics. I established them because I get asked about them every single time I interact with exporting businesses in China.

Day 1

- Exploring the different stages of the sales process and learning how to prepare and deal with each one of them
- Needs identification: Understanding what the other side really wants and needs by asking the right questions and listening effectively
- **Building agreement by identifying the buyer's common excuses and resistances, and developing appropriate responses to them**
- **Sending positive signals: Identify, develop, and deploy the skills crucial to building trust and understanding with others**
- Conflict management fundamentals: Learn how to break deadlocks and acquire key techniques for overcoming obstacles to agreement

Day 2

Morning

- **Common negotiation tactics: Using and responding effectively to popular negotiation tactics used by the other party**
- Common negotiation mistakes: Understanding the common negotiation mistakes and learning how to avoid them

Afternoon:

- Trade show toolkit: Incorporating all what was assimilated during the workshop into the context of an exhibition.