

(Internal) Sales Training – Kleeve, Germany

On the 1st of February a two-day training for the internal sales department and the external sales force of Apex Deutschland, together with Jaco Pijper and Joris Cabri was organized. An external consultant from the advertising agency and business consultancy firm Krause & Schwarz was hired to give the training. On the first day, points to improve the company's acquisition were emphasized, amongst others, by means of training how to perform a successful commercial telephone call. On the 2nd day topics like how to achieve sales targets and improving acquisition were included in the programme. In the end, all attendees were impressed with the new perspective on how to win new customers, which made the training a success.



Attendees to sales training in Germany