



Sales in the field

Make your success in sales predictable

Seminar objective

In this seminar you will become successful with your personal and individual sales talent! Recognize the challenges and optimization potentials of your sales force and let us provide you with methods and techniques that you can put into practice for even more efficiency. Through his activities, the sales representative has a significant influence on the successful implementation of the corporate strategy. At the same time, he represents the interests of the customers towards the company. On the basis of a targeted needs assessment, the sales representative offers the appropriate products. In doing so, he focuses on the special product components and the resulting customer benefits. In this way, the field sales representative reliably achieves the sales targets set for him and creates sustainable customer relationships. In order to achieve top performance in the field sales force, experienced leadership, a high level of motivation as well as good communication and time planning are very essential.

Seminar content

The role in the sales force:

- Role in the company - View of the market - Focus on the customer
- There is no second chance for the first impression: customer acquisition
- Responsibility for results and success for the company: Negotiation Training
- Interdependencies with the company

Modern appearance and confident self-assurance:

- Body language and self-confidence
- How do I trigger positive feelings in the person I am talking to?
- Enforcing price increases with existing customers

Existing customer care:

- Customer retention with the help of advertising measures
- Building up a regular clientele
- Maintaining existing customers with customer magazines, newsletters, surveys or competitions

Sales fast and consistent to achieve goals:

- Approach market monitoring in a structured way
- Cold calling & Offer management
- Follow-up of sales opportunities
- Optimizing the customer conversation
- From initial telephone contact to closing the deal

Methodology

Practice sequences Video assisted role plays Moderated discussion
Exchange of experiences External and self-analysis Conversation
simulation

Course ref.

VV5006

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:30 - 16:00

Location & dates

Münster

10.07.2025 – 11.07.2025
09.10.2025 – 10.10.2025
27.11.2025 – 28.11.2025
09.07.2026 – 10.07.2026
08.10.2026 – 09.10.2026
26.11.2026 – 27.11.2026

Hamburg

15.09.2025 – 16.09.2025
16.02.2026 – 17.02.2026
14.09.2026 – 15.09.2026

Berlin

30.06.2025 – 01.07.2025
24.11.2025 – 25.11.2025
29.06.2026 – 30.06.2026
23.11.2026 – 24.11.2026

Hannover

23.10.2025 – 24.10.2025
13.04.2026 – 14.04.2026
22.10.2026 – 23.10.2026

Leipzig

20.10.2025 – 21.10.2025
19.10.2026 – 20.10.2026

Cologone

25.08.2025 – 26.08.2025
16.03.2026 – 17.03.2026
24.08.2026 – 25.08.2026

Frankfurt am Main

13.11.2025 – 14.11.2025
08.01.2026 – 09.01.2026
23.04.2026 – 24.04.2026
12.11.2026 – 13.11.2026

Stuttgart



Target audience

Our seminars are suitable for sales representatives and sales staff who want to improve their sales skills in the field.

16.06.2025 – 17.06.2025
15.06.2026 – 16.06.2026

Munich

20.10.2025 – 21.10.2025
29.01.2026 – 30.01.2026
19.10.2026 – 20.10.2026

Vienna

04.05.2026 – 05.05.2026

Fee

1.200,00 € (ex. VAT)

1.428,00 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



FAX-ANMELDUNG +49 251 20205-99

Internet: www.kitzmann.biz
E-Mail: info@kitzmann.biz
Telefax: +49 251 20205-99

Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift