## Table of contents

Chapter 0 Introduction 'conducting a commercial trajectory'			
Part	t <b>A</b>	Theory and processing	
Chap	ter 1	Prepare a commercial project (W1)	15
1.1		roduction	15
1.2	Ob	jectives	15
1.3	De	termining Commercial Goals	16
1.4	Sa	les field for commercial goals	17
1.5	Th	e customer journey	20
1.6		e sales conversation starts with basic communication skills	21
1.7		nversation techniques	25
1.8		mmunication model	31
1.9		ossary	34
1.10	Fir	nal assignment	35
Chap	ter 2	2 Acquire customers and/or orders (W2)	39
2.1		croduction	39
2.2		jectives	36
2.3		quisition conversations with foreign customers	39
2.4		one, Email, and live chat etiquette	42
2.5		king phone appointments	48
2.6		ample phone script	49
2.7		ossary	52
2.8	F1ľ	nal assignment	53
Chap	ter 3	Conduct a sales conversation (W3)	57
3.1		croduction	57
3.2		jectives	57
3.3		e 4A-model	57
3.4		tiation phase	59
3.5		alysis phase	63
3.6		fer phase	68
3.7		osure phase	72
3.8		ossary	82
3.9	Fir	nal assignment	83
Chap		Make a commercial offer to customers (W4)	85
4.1		roduction	85
4.2		jectives	85
4.3		nat is included in a quotation?	85
4.4		fferent types of quotations	86
4.5		fference between a Dutch and an international quotation	89
4.6		ructure of a quotation	92
4.7		livery and payment terms	98
4.8		ossary	99
4.9	Fir	nal assignment	100

Chapt	er 5 Manage the internal order process (W5)	103
5.1	Introduction	103
5.2	Objectives	103
5.3	From agreement to order	103
5.4	The internal order process	104
5.5	Supply chain management	105
5.6	Parties involved in the internal order process	106
5.7	e-Fulfillment	108
5.8	Logistics	109
5.9	Transport costs	110
5.10	Transport and credit insurance	112
5.11	Delivery and payment terms	113
5.12	Glossary	115
5.13	Final assignment	116
Chapt	er 6 Perform aftersales (W6)	117
6.1	Introduction	117
6.2	Objectives	117
6.3	Impact of cultural differences on aftersales	117
6.4	Customer service	119
6.5	Turn a complaint into an opportunity	122
6.6	Improvement proposals	125
6.7	Glossary	126
6.8	Final assignment	127
Part	B Practical assignments	
ıuıc	I ructicut ussignments	
Practi	cal assignment 1 Context-free work-based learning assignment	131
Part	C Skill assignment	
Chill 2	ssignment 1. OLSP shout heliday	140
	ssignment 1 OLSP about holiday ssignment 2 Interview an international sales professional	149 151
	ssignment 3 Roleplay Cubics and Fish Gruber	153
	ssignment 4 Roleplay Suit Up Now	155
	ssignment 7 Icebreaker and RGP	165
	ssignment 8 Roleplay Car Repair System	167
	ssignment 9 Balance of weight	169
	ssignment 10 Roleplay Firescreen fire screens	171
	ssignment 11 Selling like the best	175
	Joignment 11 Detting time tile Debt	175
	ssignment 12 FAB-formula coffee supplier	177
	ssignment 12 FAB-formula coffee supplier	177 179
Skill a	ssignment 13 Roleplay coffee specialty shop	179
Skill a Skill a	ssignment 13 Roleplay coffee specialty shop ssignment 14 Know your negotiation style	
Skill a Skill a Skill a	ssignment 13 Roleplay coffee specialty shop	179 181