



## TRAINING INVITATION

Dear Sirs,

ASCENT GROUP has the pleasure to continue the series of open trainings organised in Arad with a module on the theme:

### **SALES TECHNIQUES**

**ARAD, 21<sup>ST</sup> – 22<sup>ND</sup> SEPTEMBER 2009**

#### **The art of emphasizing the benefits...**

Verbs like selling or buying are frequently used, as they are essential components of social relations. The status of seller or buyer makes the process of estimating the performance marked in this relations difficult to realize. The change in customer mentality requires a change in sellers approach.

But what changes are necessary to be made regarding sale techniques to differentiate us and draw attention to our offer on such a competitive market? How should we sell to convince in this new context?

## **Target**

This program is designed for people who work in sales area and for all those who have direct contact with client.

## **Objectives**

- Evaluate qualities and selling potential
- Understand customer psychology
- Understand and learn psychological mechanisms of influence
- Assimilate and exercise selling techniques
- Assimilate sales management basics
- Discover own selling style

## **Module**

- Customer psychology
- Client typology
- Preparing a sale
- Structure of the sale meeting
- Sales - client point of view
- Using questions
- Dealing with opposition
- Final steps
- Initial sale—continuous sale
- Consultative sale
- Selling styles

## **Working method**

- The training is based on the “Learning by doing” and is highly interactive, involving the participants in the ongoing games, activities, case studies. Also, during the training it will be used professional tests, which will provide participants with regard to their own style of **selling** and the possibilities of improving it.
- Following the training, each participant will receive a certificate which will certify the Ascent Group courses, the training materials and a CD with pictures and records took during the course
- The training will be held in the Romanian language

## **Price - 300 Euro/participant**

- The price includes the both days of training participation and the training materials
- The price includes 2 lunch meals and 4 coffee breaks
- The price does not include VAT
- **The companies that register more than one participant will receive a discount rate of 5% for the second participant and a discount rate of 10% for the third participant registered**

## **TRAINERS PROFILE**

### **ADELA CRISTEA**

- Managing partner Ascent Group

#### **Studies and graduated courses**

Graduate of Economics Faculty - West University in Timisoara

- Graduate of Law Faculty (2 years) - Vasile Goldis Arad University
- PhD student at the Economics Faculty – West University in Timisoara
- Scholarship at the University of Gent - Belgium, 1994
- Scholarship at the University of Gottingen – Germany, 2000
- Scholarship in “Management and strategic planning at the National Democratic Institute” - Washington, US
- Licentiate of the evaluation method of personnel and training LIFO – Bucharest, 2001
- Licentiate of the evaluation method of personnel and training Identity Compass – Leicester, UK, 2006
- Trainer of the National Democratic Institute in US, which has held trainings in Hungary, Albania, Morocco and Romania
- Trainer of the International Republican Institute in US, which has held trainings in Romania, Moldova and Indonesia
- Consultant accredited by the European Union for funding grants programs PHARE

#### **Professional experience**

- 12 years of experience in human resources and training
- coordinator of the department of human resources and training of AIESEC Timisoara
- 2 years of experience in management within the International Resources
- 3 years of experience as Executive Branch for Unilever Romania
- 9 years of experience in higher education as a coach, assistant and later university lecturer at the University Aurel Vlaicu, respectively Vasile Goldis University in Arad, faculty of Economics, subjects “International Economic Relations” and “Organizational Behavior”
- 5 years of experience as a senior HR consultant in the Archimedes Consulting Group, during which has been involved in numerous projects of restructuring of enterprises, conflict mediation and employment training for multinational companies and local industrial, banking or services, both in Romania and abroad
- founder and managing partner of Ascent Group in 2004

## **MARCEL CHISCAN**

- Senior partner & trainer in Ascent Group

### **Studies and graduated courses**

- Graduate of Law Faculty of Vasile Goldis University in Arad
- Participant in various courses of Leadership, Communication, Negotiation, Project Management
- Participant in numerous courses on topics of local public administration

### **Professional experience**

- 18 years of professional experience in various industries
- 7 years of experience in sales
- 2 years of experience in advertising with Infomedia Information
- 6 years of experience in local public administration
- 10 years of experience in management positions, both in SMEs, local public administration and in industrial projects (including the management of a factory with 1200 employees) and the Board of public or private companies
- 3 years of experience in project consultancy and training in Ascent Group

## **COSMIN GALU**

- Senior trainer in Ascent Group

### **Studies and graduated courses**

- Graduate of Law Faculty of the University of Arad
- Scholarship from the National Democratic Institute - Washington, US
- Scholarship on "Crisis Management" with the Konrad Adenauer Foundation - Germany
- Scholarship on "Conflict Management" with IRI – International Republican Institute, USA
- Trainer of the National Democratic Institute in US, which has held trainings in Romania and Moldova
- Participant in numerous trainings sessions in Romania and abroad: Finland, Germany, Italy, Serbia and US.

### **Professional experience**

- 6 years of experience in human resources and training for both multinational and Romanian companies as well as for NGOs, political organizations and public administration
- 10 years of experience in public administration and policy in the Parliament of Romania, Arad County Council and various NGOs
- 3 years of experience in PR and advertising with Genesis Advertising
- 4 years of experience in legal advice for business and NGOs Lobby Consult
- 3 years of experience as a Senior Consultant and trainer for Ascent Group

**MIHAELA ROTAR**

- HR consultant & trainer in Ascent Group

**Studies and graduated courses**

- Graduate of Faculty of Letters, English – French
- Licentiate as assessor in team roles – Belbin method, London, 2006
- Accredited consultant on assessment of personnel with Identity Compass method– Bucharest, March 2007
- Trainer accredited by the Ministry of Labor and the Ministry of National Education in 2007
- Participant in various courses of communication, sales techniques and team building

**Professional experience**

- 3 years of experience in pre - university education
- 2 years of experience as a human resources consultant in Ascent Group, the period in which she was involved in numerous projects of executive search, restructuring of enterprises, collective negotiations especially for multinational companies
- 2 years of experience as a trainer in Ascent Group

## **ABOUT US**

Ascent Group is a consulting group that was born to meet a need for consultancy services of high quality in Eastern Europe for foreigner investors.

Ascent Group, through the companies from the group is providing a professional consultancy services in financial, tax, legal, business development, human resources, training, communication.

Our Group is based on high level consultants with international experience, providing quality services and customized based on the needs of each client.

As a training company, Ascent Group has extensive experience in in-house and open in all countries where the company has offices, Romania (București și Arad), Republic of Moldova, Bulgaria, Serbia, Cyprus.

Ascent Group customers from the banking, industrial production, sales, distribution, media, market research.

## MAIN CUSTOMERS

Avon Cosmetics	IBM	Coficab - Tunisia
Electrolux	Leoni Wiring Systems	Interstar
Nestle	Perpigna	Consilul Județean Arad
Banca Italo-Romena	Mefin - Walbridge Group	Synovate
Bank of Cyprus	Astra Asigurări	Trilogy
Italo-Romena Leasing	Fildas Group	WEMA Belgia
Cyprus Leasing	Camera de Comerț Italiană	Revista Tonica
Swiss Capital	Cromsteel Industries	
Petrom	Coindu Portugal	
Xerox		

## CONTACT

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