Modern Business Skills: Learn to Sell with Ease and Confidence

Course code: KORMODOB

Two-Day Practical Course for Beginners and Intermediate LearnersDo you want your employees—or yourself—to engage with customers more professionally, more confidently, and with results that are reflected in the numbers? This course is designed for companies and individuals who need to strengthen their sales performance, unify the level of communication within their team, and ensure that every salesperson (including beginners) can clearly demonstrate the value of your solution to clients.Over two intensive days, participants will learn how to lead structured and effective sales meetings that build customer trust, shorten the sales cycle, and increase the chances of successfully closing deals.No complex theory. Just proven methods that work—and that will show results in practice as early as the following week.

Affiliate	Duration	Course price	ITB
Praha	2	14 600 Kč	0
Brno	2	14 600 Kč	0
Bratislava	2	760 €	0

The prices are without VAT.

Course terms

Date	Duration	Course price	Type	Course language	Location
10.12.2026	2	14 600 Kč	Presence	CZ/SK	GOPAS Praha

The prices are without VAT.

Who is the course for

Two-Day Practical Course for Beginners and Intermediate Learners

Do you want your employees—or yourself—to engage with customers more professionally, more confidently, and with results that are clearly reflected in the numbers? This course is designed for companies as well as individuals who need to strengthen their sales performance, unify the level of communication within their team, and ensure that every salesperson (including beginners) can clearly demonstrate the value of your solution to clients.

Over two intensive days, participants will learn how to conduct structured and effective sales meetings that build customer trust, shorten the sales cycle, and increase the likelihood of successfully closing deals.

No complex theory. Only methods that work—and that will show results in practice as early as the following week.

This Course is for companies and individuals who want to:

- develop the sales and communication skills of their employees,
- strengthen professionalism in customer interactions,
- unify the approach to leading sales meetings,
- support both new and experienced salespeople in improving performance,
- enhance the customer experience across the entire team.

The course is suitable for salespeople, account managers, consultants, technical specialists, and all employees who present solutions to clients and represent the company.

What we teach you

- lead sales negotiations with a clear structure and high level of confidence,
- ask questions that uncover the customer's true priorities,
- present your offer in the language of value (not features),
- work successfully with objections and turn them into arguments,

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- naturally guide discussions toward next steps and closing the deal,
- prevent misunderstandings and build trust from the very first minute.

You will gain practical tools that will immediately increase your sales effectiveness.Input text

Teaching materials

Gopas guide book for this course.

Course outline

- Introduction to modern sales – a contemporary approach, customer decision-making, and the role of the salesperson.
- Building relationships and trust – first impressions, active listening, open communication.
- Diagnosing customer needs – conversation structure, key questions, client priorities.
- Summarizing needs and verifying customer understanding – clear summaries and confirmation of understanding.
- Presenting the proposed solution – a value-driven presentation linked to customer needs.
- Handling objections – why they arise and how to respond to them effectively.
- Closing the sales meeting – a smooth transition to next steps and clear follow-up.
- Model sales meetings – practical training based on real-life situations.
- Action plan – concrete steps for applying the learning in practice.

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