

ETHICAL SALES

Dubai, 20th - 21st November 2016

9.00 a.m. - 5.00 p.m.

Program

Communication in Sales

- Non-verbal Communication and Verbal Communication
- Listening Skills: Active Listening and Questioning Skills

Win-Win Negotiation

- Preparation of Ethical Negotiation
- BATNA Best Alternative to a Negotiated Agreement
- Some Negotiators Around the World
- How to Deal with Hard Negotiators

Ethical Sales Process

- Ice Breaking
- Solution Presentation and Objections Treatment
- Closing the Deal in a Win-Win Situation

After Sales Retention

- Customer Relationship Management (C.R.M.)
- IDIP Retention Model
- Touchpoints After Sales: Cross and Up-selling Focus
- Retention Strategies (for Takaful Products)

About the Workshop

The workshop aims to provide its participants with an improvement in their negotiation, relational and communication skills applied to everyday sales activity and to lead them to:

- Communicate assertively applying listening and questioning skills;
- Apply ethical and relational elements as strategic in sales;
- Develop negotiation skills in order to increase success in sales;
- Understand how to retain clients according to their life-time value.

The workshop will have 14 hours with a strong practical component.

This workshop on Ethical Sales is also available as private in-house event. For this alternative contact us: infoDubai@actuarial.pt, www.actuarial.ae.

Who Shall Attend

Managers and technicians with responsibilities of product or services sales, Account Managers, Key Accounts, people responsible for commercial contacts for pre or post-sale and all employees whose work involves contact with customers under a commercial perspective.

Language

The workshop will be done in English.

Speaker



The workshop will be held by **Mário Marques** with a degree in Management, a Master in Business Administration and a Postgraduation in Marketing.

Mário Marques is Lecturer of Marketing, Communication and Management at Undergraduate, Postgraduate and EMBA programs at University Lusíada of Lisbon and at University Autónoma of Lisbon.

Mário Marques works also as Consultant and Trainer in Marketing, Management and Commercial areas at portuguese and international companies specialized in Real Estate and Automotive markets and he is Marketing Manager at Consulting companies, Banks and Service Providers

Mário Marques | Consultant / Trainer / Coach

More information may be obtained at: Linkedin: <https://pt.linkedin.com/in/mário-marques-81ab064>

Enrolment

Enrolments may be done at www.actuarial.ae/go or sent to ifa-dubai@actuarial.pt

The registration fees are as follows:

1 st registration	1,000 USD
2 nd registration	800 USD
3 rd and following registrations	700 USD

(contact us to get fees for more than six participants)

Payments shall be made by bank transfer once received the invoice.

Cancellations of registrations are accepted without charge if written notification is received until the 13th of November. Cancellations received after that date will allow the ACTUARIAL Group to charge the total amount of the registration.

Workshop Location

Four Points by Sheraton, Sheikh Zayed Road, Dubai.

Included

The price includes the participation in the workshop, copies from the presented slides, coffee-breaks and lunch in the hotel.

About ACTUARIAL Group

Actuarial Group Dubai is a subsidiary office of Grupo Actuarial (Lisbon, Portugal) and inherited the same line of businesses related to insurance industry (Insurance and Actuarial Consulting, Insurance and Actuarial Software and Training).

Grupo Actuarial is certified by DGERT, the Portuguese certifier entity on education quality.

This event is a joint venture of ACTUARIAL Group Dubai and the Lisbon office.

Other Workshops Already Developed in the Middle East

Claims Reserving, Have We Too Much or Too Low Reserves?, Actuarial Techniques for Non-Actuaries
Pricing Non-Life Insurance, Pricing Health Insurance, Pricing Motor Insurance, Reinsurance Practice
General Insurance Management, Life Insurance Management
Solvency and Risk Based Capital, Enterprise Risk Management

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Registration Form

(Send this page by e-mail to ifa-dubai@actuarial.pt)

Company		
Department and address to send the invoice		
Person in charge of this registration		
Phone	Fax	E-mail

Participants Name

Name	E-mail	Qualifications	Job Title

How did you manage to know about this workshop?

Letter ☐

Email ☐

Website ☐

Other ☐

The data collected on this form, which confidentiality and non-transmission to third parties is guaranteed, will be part of an internal file of ACTUARIAL Group and will be used for sending institutional information of the same and in accordance with the law.

Data holders may exercise their right of access, correct and removal, if asked in written, and may oppose to the treatment of these for direct marketing or any other form of prospection.

Education Center Rules Summary

9 Rights and Duties of the Trainee

9.3.1 Rights of the Trainee

The trainee is entitled to:

- a. Receive the teachings in accordance with the programs and timetable set;
- b. Use the facilities of ACTUARIAL Group that are specially designed for that effect;
- c. Have access to the equipment necessary to attend the training activity for which he is registered, as well as all available documentation;
- d. Receive, for free, at the end of the training activity, a document certifying their attendance and/or achievement;
- e. Participate in the evaluation of satisfaction on the Workshop in which he/she participates;
- f. Require the training entity to respect the national regulations for the protection of personal data.

9.3.2 Duties of the Trainee

The trainee's duties are:

- a. Deliver all documentation required for its registration in the training, by the first day it starts transmitting to the training entity, within that period, any change to the data provided in the registration;
- b. Attend with punctuality and assiduity to training, registering its presence in attendance list sheet existing for this purpose;
- c. Respect and treat with civility one's training colleagues, the trainers, and all employees of ACTUARIAL Group and other people who they may be with or come into contact with during the training periods;
- d. To be diligent, punctual and perform tasks that are proposed to them, with zeal and diligence;
- e. Comply with the directives issued by the competent organs of ACTUARIAL Group;
- f. Refrain from the practice of any act which may result in injury to ACTUARIAL Group;
- g. Ensure the conservation and wise use of assets of ACTUARIAL Group or those entrusted to it;
- h. Report immediately any anomaly detected in the equipment used within the training scope, if possible in writing;
- i. Respond individually and/or collectively responsible for any damage caused, intentionally or through gross negligence, on assets of ACTUARIAL Group or entrusted to it, namely machinery, tools or simple materials.

9.3.3 Interdictions of the Trainee

The trainee is forbidden to:

- a. Bring, keep or consume alcoholic beverages, narcotics or other drugs on the premises of ACTUARIAL Group or show up or remain there when intoxicated or in a state that denotes the consumption of drugs, or even gamble there or practice games of chance or fortune;
- b. Displacement of furniture;
- c. Use sharp or corrosives materials, paints, or any others that could in any way damage the computer equipment, furniture, or other, in the training rooms;
- d. Connect or disconnect any electrical circuit from the mains electrical network of the computing system;
- e. Disconnect any devices from the local network, workstations, servers and printers;
- f. Use software that is not properly licensed and installed by the Office of Information Technology;
- g. Install, uninstall or copy to disk drives any files, applications or software licensed to Actuarial Consultancy Ltd, without prior authorization of the Office of Information Technology.

11 Certification

Certification is assigned Workshop by Workshop, if the proper conditions of achievement and attendance are guaranteed, as defined for each one of them.

All trainees must have a minimum attendance of 70% distributed throughout the training period and, cumulatively, for training activities which provide for the holding of any examination, achievement of no less than 50%.

Attendance is proven by signing the attendance sheet that is in the training room and should be signed by all trainees present, in each period up to 4 hours of classes.

If the Workshop involves the completion of an examination that trainees successfully achieve equal to or greater than 50%, a Diploma will be attributed to them.

If the training activity does not involve the conducting of an examination, to those students who have met the attendance requirement described above, a Certificate of Attendance will be awarded.

When certification is supposed to take place for a particular module of a training activity covering various Workshops/components, the certificate to be issued should discriminate them and in case any type of examination is expected, indicate the grade achieved in each of them.

12 Handling of Complaints

All complaints that any trainee wishes to formalize regarding a training activity in particular, should be directed to the Director of ACTUARIAL Group.

The complaint must be made within 5 working days from the fact that originated it and shall be formulated by letter (sent by mail or fax) or by email (ifa@actuarial.pt).

All complaints will be analysed carefully and impartially and after having cleared/gathered the elements necessary for its evaluation, the Director of ACTUARIAL Group will reply to the author of each one of them, within 10 working days.

The period referred to in the previous paragraph may be extended when a founded need for gathering evidence so justifies, but that fact should be justified within 10 working days from the date of presentation of the complaint, to its author.

The analysis of complaints and the collection of elements are deemed necessary for their proper treatment may lead to the implementation of remedial action during a training activity as well as requiring change and/or restructuring of any other future ones to be developed.