

Webinar

Sales Excellence in the German Market



Dive into an insightful seminar led by international trade experts, designed to equip you with the tools and strategies to succeed in the German market. Learn the nuances of developing business activities and identifying ideal German partners.

Aim of the seminar:

The seminar brings together international foreign trade experts that will help you elevate your international business strategy. It is designed to prepare companies for entering the German market. The seminar focuses on, among others, valuable tools for developing business activities and how to find suitable business partners in Germany.

Content:

- The seminar brings together international foreign trade experts that will help you elevate your international business strategy.
- It is designed to prepare companies for entering the German market. The seminar focuses on, among others, valuable tools for developing business activities and how to find suitable business partners in Germany.
- Understanding the cultural differences, motivational profile and buying focus of your clients
- How do we build trust and sympathy through value based questioning techniques
- Dealing with critical situations and handling objections in Germany

Target group:

The programme is aimed at (prospective) managers or decision-makers with responsibilities in internationalisation.

Details

Date: 29th – 31st of October 2025

Time: 8:00 a.m. - 12:00 p.m. (CET)
times subject to minor changes

Location: online

Costs: 970,00 Euro plus VAT.
If your company is a member company of a "German Foreign Trade Chamber" (AHK) you will only have to pay 850 € per participant. Simply write in the comments section during the application process the AHK you are a member of.

Registration deadline: 22nd of October 2025

The seminar is supported by:



Deutsch-Finnische Handelskammer
Saksalais-Suomalainen Kauppakamari
Tysk-Finska Handelskammaren



Deutsch-Niederländische Handelskammer
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Contact information:

Annika Deinerth
Telefon: 0711/2005-1538
E-Mail: training@ihk-exportakademie.de

IHK-Exportakademie GmbH

Jägerstraße 30
70174 Stuttgart
Telefon: 0711-2005-1364
Telefax: 0711-2005-601189
Email: info@ihk-exportakademie.de
Internet: www.ihk-exportakademie.de