



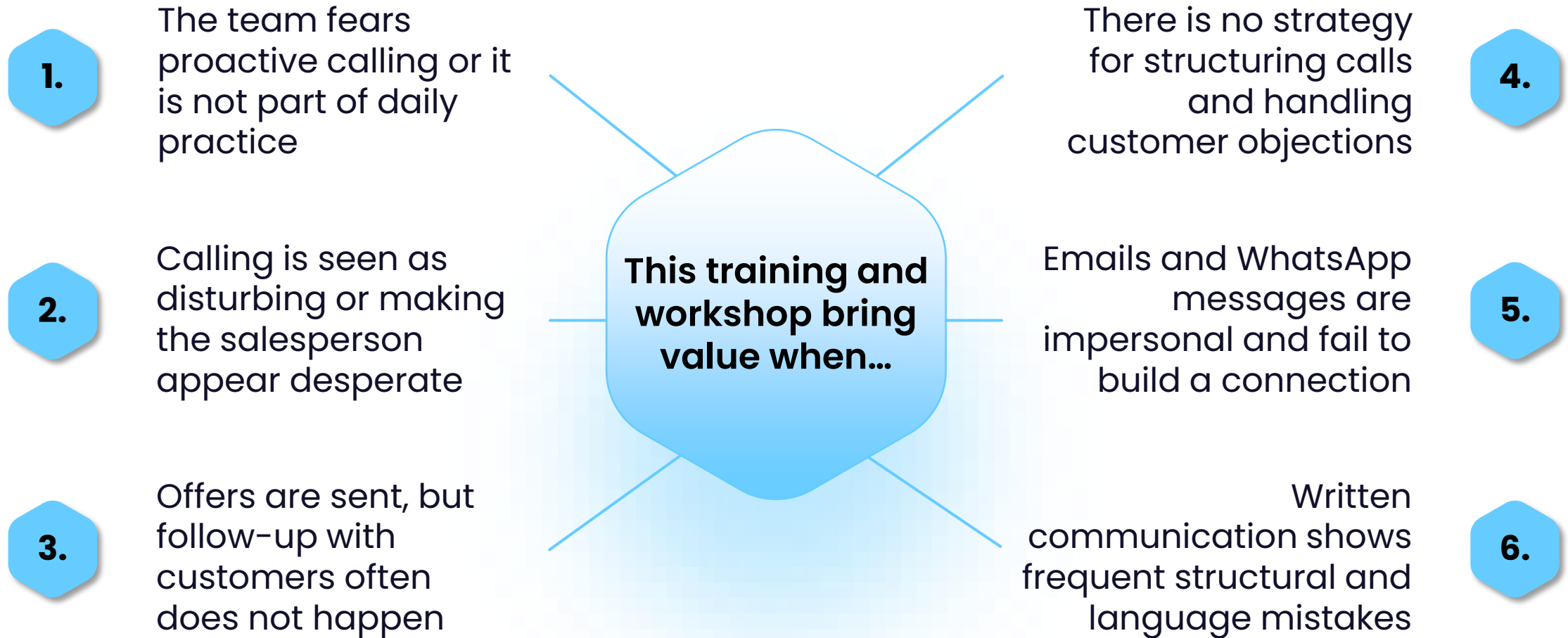
CENTURION HOSPITALITY

Training | Workshop

SALES CALLS AND WRITTEN COMMUNICATION

- # COLD CALLS TO NEW CUSTOMERS
- # PROACTIVE CALLS TO EXISTING CUSTOMERS
- # EMAIL AND WRITTEN COMMUNICATION

Training and workshop led by
DIDZIS GRAVITIS



1. ENGAGING PHONE CONVERSATION

- Practical tips, phrases and examples for making a professional impression throughout everyday calls – from the first hello to the final goodbye, missed calls and callbacks

2. RETHINKING CALLS TO NEW AND EXISTING CUSTOMERS

- Examples that help identify common biases, assumptions and fears related to customer reactions to an unexpected call or message

3. GOALS AND APPROACH OF A SALES CALL

- Defining realistic goals, creating value for the customer and understanding that the first call is not about making an immediate sale or closing a deal

4. MAKING THE CALL AND DETAILS THAT AFFECT THE OUTCOME

- Choosing the right time to call, modelling conversation scenarios, recording calls and analysing performance

5. QUESTIONS BLOCKING AND APPROACHES SHAPING THE CONVERSATION

- Typical questions that immediately push customers away, block the opportunities and often end the conversation before it really starts
- Open-ended questions and phrases that keep the conversation alive and encourage customers to share their views, experiences and needs

6. OVERCOMING OBJECTIONS

→ Dozens of approaches and ready-to-use phrases for handling common objections in 4 different situations:

1. The customer is neutral or unsure about the need
2. Satisfied with the current cooperation and sees no reason to change
3. Prefers to receive an email or be contacted another day
4. Strongly resistant, sceptical or has had a negative previous experience

7. CLOSING THE CALL AND AGREEING ON NEXT STEPS

→ Practical approaches and phrases for turning the conversation into a clear next step and leaving a positive lasting impression

→ SMS and WhatsApp message examples for leaving a professional lasting impression after the call, regardless of the outcome

IN-DEPTH PRACTICAL SESSION IN PAIRS OR INDIVIDUALLY

Opportunity for an in-depth session, approximately 3–4 hours (usually on a separate day)

- Making sales calls to new or existing customers
- Modelling conversation scenarios and possible objections
- Reviewing each call and refining the approach for future calls

8. POSITIVE FIRST IMPRESSION IN WRITING

- Practical principles and examples for using the right form of address, appreciation and context-appropriate greeting to create a positive first impression and make the message feel personal

9. MAKING WRITTEN COMMUNICATION CLEAR AND EASY TO READ

- Guidelines and examples of how structure and visual elements improve readability, highlight key details and encourage the recipient to respond
- Examples of common structural, language and formatting mistakes that create an unprofessional impression and cast a shadow on the product or service being offered

10. FOLLOW-UP COMMUNICATION AND CLOSING THE CORRESPONDENCE

- Response times, communication following a customer rejection and ways to establish the next steps when closing the correspondence
- Practical examples for replacing generic sign-offs such as “Yours sincerely”, “Regards” and “Best wishes” with more personal alternatives

Opportunity for an in-depth session, approximately 2 hours (depending on the number of participants)

IN-DEPTH PRACTICAL SESSION IN PAIRS OR INDIVIDUALLY

- Participants’ real emails and WhatsApp messages – analysis, improvement and practice with more effective communication approaches

SALES CALLS AND WRITTEN COMMUNICATION

1 day / 5 h

1. Greater confidence and open attitude towards calling customers
2. The ability to structure phone conversations, handle objections and sell
3. Clearer structure and fewer mistakes in written communication
4. A unified and professional image across all communication channels

ATMOSPHERE

 Light humour and an inspiring environment

 Specially selected background music

ACTIVITIES

 Brain games and physical exercises

 Practical work in pairs and teams

APPROACH

 Real-life examples

 Participants' personal development plan

PROCESS

 Optimal duration

 Comfortable breaks

10:00
~
15:30

Most popular training schedule, including two short breaks, one 45-minute lunch break and a 30-minute time buffer at the end

6-14
participants

Recommended and maximum number of participants per group

- ▶ **The training content is customised to your company, industry and objectives**
- ▶ Every participant leaves with a personalised development plan for practical implementation of the learning
- ▶ A post-training debrief with management covers the trainer's observations and the participants' feedback
- ▶ Following the training, participants and management receive practical recommendations, defined responsibilities and suggested deadlines



Customer Service, Sales and
Problem-Solving Trainer

DIDZIS GRAVITIS

10+ years in training 12 industries

20+ years in customer service, sales and hospitality

7000+ trained and inspired professionals

Centurion Hospitality founder and lead trainer

- ★ Customer service and communication
- ★ Sales and upselling
- ★ Service excellence and hospitality
- ★ Complaints and difficult customers
- ★ Team building and employee motivation
- ★ Mystery shopping, shadowing and mentoring

I am often described as a strong motivator who drives visible improvements in communication within organisations – both internally and externally. The reason is simple – **team development and **outstanding customer experience** are what define my daily focus and professional mindset.**

- / My active lifestyle and experience across multiple industries have given me a significant advantage – I am able to approach customer service, sales and complaint management from three perspectives: through the eyes of customers, employees and management alike.*
- / I am frequently praised for my ability to adapt quickly to unfamiliar industries, organisations and teams. This comes from thinking strategically about each client's business and paying close attention to details, processes and nuances.*
- / In my free time, I'm passionate about motorsport, travelling, cycling and discovering new restaurants.*



EXPERIENCE IN COOPERATION WITH

 **accenture**

ad**o**ria

 AESTHETICA

 **agrobroker**
APDROŠINĀŠANA

airBaltic

 Anti-Aging Institute

 **avesco** 

bta
VIENNA INSURANCE GROUP


Dental Art

DRUVAS SALDĒJUMS
D
ANNO 1986

 **fizio**centrs

 HOKEJA
PASAULE

IKEA

Komfort
santehnika**ap**kure


L T R K

Luminor

MÁDARA
organic skincare

Moller Auto

OlyBet


PORSCHE

RIX Rīgas
lidosta

S|E|B

 **Stena Line**

 **STOCKMANN**

Tiango VIESMĪLĪBAS
UZŅĒMUMU
GRUPA

TILDE

URSUS
forwarding

VERDIKTS

 **VIATRIS**TM

 **ziedu ekspresis**

Wolt

WHAT CLIENTS SAY



Effortlessly – the first word that comes to mind when remembering how the training was prepared and implemented. And by “effortlessly” I mean – for us as the client. Communication was concise, questions were direct and solutions were clear. Every step felt structured, professional and fully under control. Understanding and analysing our needs – it seems that by day one Didzis had studied us so extensively that he knew more about us than we did. What I mean by all this – he dives in deeply and cares genuinely while preparing the training and giving it.

KĀRLIS KIRILKO

**BTA, Director of Sales Processes and
Support Department**

WHAT CLIENTS SAY



Komfort
santehnikaapkure

evASAT

Didzis demonstrated a high level of professionalism, created a positive and open atmosphere, delved into the details, and regularly asked for our feedback, which made the training even more valuable. Both our salespeople and wholesale managers gained practical tools for their daily work and a fresh perspective on the sales approach. The training was structured, dynamic, and at the same time easy to grasp, which helped the team to quickly absorb and put the new knowledge into practice. Overall, this cooperation exceeded our expectations, and we confidently recommend Didzis as a reliable, responsive, and professional partner in the development of sales skills.

IVARS JEČMANIS

Komforts and EVA-SAT, Member of the Board
and Head of Sales

WHAT CLIENTS SAY



Wonderful and energetic training! Didzis' style made this learning a pleasant experience. What made it even more valuable was his ability to remind us about the nuances that are so crucial when working with clients. Didzis knew his topic very well, and he added hands-on examples and innovative advice to the programme. This training was a great reminder about the importance of empathy in leading people and managing projects, and it inspired us and gave us useful skills to improve the quality of our everyday work.

ANDREJS GAVARS

Wolt, Head of restaurant team



1. Mystery visit by the trainer as a customer



2. Team building, motivation and mindset



3. Shadowing and learning work specifics



4. Customer service, sales and complaint handling training



5. Mentoring and implementation of new skills



6. Communication standards and handbooks

10+

Years delivering training

300+

Training projects

12+

Industries among our clients

- › **Happy Customer**
- › **Successful Team**
- › **Growing Business**



More than 40 testimonials:

[Click here](#)



CENTURION HOSPITALITY

**A PLEASANT CALL AND EMAIL
ARE REMEMBERED!**

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Taxpayer rating – **A**

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