



CENTURION HOSPITALITY

Training | Workshop

SALES DIALOGUE AND 100 QUESTIONS

- # INTERNAL BLOCKS, EXCUSES, FEARS, EGO
- # CUSTOMER OBJECTIONS, EMPATHY, ARGUMENTS
- # LONG-TERM RELATIONSHIPS, PARTNERSHIP

Training and workshop led by
DIDZIS GRAVITIS



1.

The sales team lacks ambition, self-belief and has many excuses

2.

A lack of confidence in negotiations leads to avoiding meetings

3.

Handling incoming requests is more common than proactive outreach

This training and workshop bring value when...

Sales conversations focus only on price, discounts or volume

4.

Customer objections often create confusion and expose weak arguments

5.

The sales process prioritises transactions over long-term partnership

6.

1. PERSONAL RESPONSIBILITY AND MOTIVATION

- Self-reflection questions that help participants evaluate their ambitions, personal responsibility and commitment to growth

2. BREAKING THROUGH INTERNAL BARRIERS

- Practical examples that help identify limiting beliefs, internal barriers, self-doubt, excuses, laziness, fear of rejection and ego-driven traps
- Judging customers, counting their money, making decisions on their behalf, deciding what is expensive or cheap for the customer, etc.
- Creating future sales today - why customer doubts are a natural part of the sales process
- Frequently used questions and approaches that fail to drive sales and instead push customers away, create resistance and confusion

3. PRE-MEETING PLANNING AND STRATEGY

- Targeted research into the customer's business and operating environment using public databases, social media and other sources
- Identifying and approaching key decision-makers / Communicating the purpose and value of the meeting / The advantage of offering specific meeting times
- Reminders that keep the meeting confirmed and minimise cancellations

4. GREETING AND WELCOMING CUSTOMERS TO OUR PREMISES

- A structured and well-planned approach that creates comfort in an environment that is familiar to us but new to the customer
- Assistance with outerwear, orientation within the premises, discreetly indicating the restroom facilities, and professionally offering and serving coffee, tea and other refreshments

5. CUSTOMER-ORIENTED SMALL TALK

- Why the weather, politics, the latest news and other everyday topics are among the worst ways to start a conversation
- Examples of open-ended questions that encourage customers to talk about what matters to them, reduce tension and set a positive tone for the rest of the conversation

6. THE IMPORTANCE OF DIALOGUE IN SALES

- Why successful sales start with the customer and what matters to them, not with us, our products or our services
- The 50 / 50 approach – why salespeople should strategically guide the conversation so that both the customer and the salesperson each speak for approximately 50% of the time

7. SALES DIALOGUE IN 10 STEPS

→ **STEP 1**

- Assessing customers' current needs, short-term goals and priorities
- Identifying customers' daily challenges and business problems
- Understanding customers' selection criteria and decision-making process
- Motivation for change and experience with other suppliers
- Customer feedback and priorities regarding the current partnership
- How a new customer perceives the salesperson's company

- **20–30 practical examples and questions to ask customers**
- **Practical exercise for participants**

→ **STEP 2**

- Active listening and avoiding disagreement with the customer
- Understanding the customer's challenges and showing empathy
- Reducing resistance and creating a more optimistic outlook
- Confirming, clarifying and summarising customer needs

- **10–15 practical approaches and examples**
- **Practical exercise for participants**

→ **STEP 3**

- Industry developments, global trends and market changes
- Solutions chosen by other customers and their success stories
- Presenting the product or service
- Presenting the price and highlighting the value

- **10–15 practical approaches and examples**
- **Practical exercise for participants**

→ **STEP 4**

- Understanding the customer's initial reactions and emotions
- How well the solution matches customer needs
- Assessing perceived value and the customer's level of interest
- Identifying doubts, objections and uncertainties

- **15–20 practical examples and questions to ask customers**
- **Practical exercise for participants**

→ **STEP 5**

- Addressing initial doubts and uncertainties
- Linking objections and arguments to the customer's needs
- Reinforcing the value, price and key benefits
- Examples, comparisons and testimonials from other customers
- **10–15 practical approaches and examples**
- **Practical exercise for participants**

→ **STEP 6**

- Asking questions that encourage the customer to see the benefits
- Helping the customer discover the value
- **10–15 practical examples and questions to ask customers**
- **Practical exercise for participants**

→ **STEP 7**

- If the customer agrees to the purchase / deal – acknowledge and reinforce their decision
- If the customer disagrees – understand what is preventing a decision
- **10–15 practical examples and questions to ask customers**

→ **STEP 8**

- Summarising and highlighting the strongest arguments
- Presenting alternative solutions
- Identifying upselling opportunities
- Guiding the customer towards a decision

- **10–15 practical approaches and examples**
- **Practical exercise for participants**

→ **STEP 9**

- Understanding the customer's long-term plans and future needs
- Educating the customer and presenting market innovations
- Future sales and new partnership opportunities

- **15–20 practical examples and questions to ask customers**
- **Practical exercise for participants**

→ **STEP 10**

8. FAREWELL AND THANK-YOU MESSAGE AFTER THE MEETING

- Agreeing on the next steps
- Clarifying responsibilities, deadlines and people involved
- Ongoing communication and follow-up
- After-sales support and practical advice

- **10–15 practical approaches and examples**
- **Practical exercise for participants**

- Avoiding generic and overused farewell phrases
- Summarising decisions, deadlines and next steps in the thank-you message
- **Up to 10 examples of personalised farewell phrases**
- **Example of a post-meeting thank-you message**



"SALES DIALOGUE AND 100 QUESTIONS" is individually tailored to each client's business in the B2B or B2C sector. To ensure relevance, the client may be invited to contribute to the preparation of selected practical examples.

SALES DIALOGUE AND 100 QUESTIONS

2 days / 10 h

1. Changing the perception of what sales truly is and is not
2. Dozens of examples on building dialogue and leading customers to decisions
3. Examples of increasing value without focusing on discounts
4. The role of empathy in identifying needs, argumentation and upselling

TRAINING PROCESS

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


ANNO 1986

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PASAULE



Komfort
santehnika**ap**kure


L T R K

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Moller Auto

OlyBet


PORSCHE

RIX Rīgas
lidosta

S|E|B

 **Stena Line**

 **STOCKMANN**

Tiango VIESMĪLĪBAS
UZŅĒMUMU
GRŪPA

TILDE

 **URSUS**
forwarding

VERDIKTS

 **VIATRIS**[™]

 **ziedu** **ekspresis**

Wolt



STOCKMANN

In close collaboration, we implemented a training programme specifically designed for Stockmann. Before the training, Didzis visited our department store as a mystery shopper, thus allowing him to adapt the training content to the wishes and needs of Stockmann. He has a personal and open approach, which successfully strengthened the connection not only between Didzis and our employees, but also among colleagues. He offered his knowledge in an easy and perceptible form, which allowed us to apply it straight away. During this sales training, Didzis also provided information on how to be motivated in one's personal life, as well as on how to set effective and achievable goals. Training led by Didzis comes with ADDED value!

ANGELIKA VABULE

Stockmann, Project Manager of Learning and Internal Communication

WHAT CLIENTS SAY



 **avesco**



On behalf of myself and my colleagues, I would like to thank Didzis for his professional and inspiring sales training. He shared valuable insights and practical experience, making the learning process both engaging and motivating. We truly appreciated his professional approach and willingness to answer every question. The knowledge and skills gained during the training will undoubtedly prove valuable in our future work. Thank you for an excellent experience!

BORISS NEŠATAJEVS
Avesco, Director

WHAT CLIENTS SAY



We have always strived to improve the quality of service provided to our existing and prospective customers. The training led by Didzis helped us refresh our existing knowledge and acquire new skills that can be applied in our daily work. We believe this will further strengthen our customer service culture and help our colleagues better analyse customers' needs. It is especially worth mentioning the visits to our shops both before and after the training, which allowed us to identify mistakes and shortcomings in the sales process on site. Didzis' delivery is highly engaging and supported by effective real-life examples; the atmosphere is dynamic and inspiring, and the standard of customer service demonstrated during the training is set at the highest level.

VIKA CĪRULE

Hokeja Pasaule, Store manager



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

**GOOD SALES ISN'T ABOUT SELLING.
IT'S ABOUT BUILDING RELATIONSHIPS.**

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Taxpayer rating – **A**

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