

Experience *Mind*



Training Catalog

Topic	Purpose	Target Audience	Duration	Class Size	Trainer
Selling with Target in Mind	How to become an expert in selling and reaching your targets	Sales teams and those who have internal/external clients	3-4 days	Up to 30	<i>Kevin Hawkins</i>
Effective Negotiation Skills	How to use different negotiation tactics and gain win-win results	For people having internal and external communication with clients	1 day	20-26	<i>Kevin Hawkins</i>
Customer Relationship Management	How to build sustainable business to business relationships	Customer Sales Teams (including non-Sales functional resources). For teams working with large complex customers	1 day	3 teams of up to 10	<i>Kevin Hawkins</i>
Execute with Excellence	How Teams can deliver their business priorities on time and on budget	Business Teams	1 day	3 teams of up to 10	<i>Kevin Hawkins</i>
Formal Presentation Skills	How to design and deliver impactful presentations	Those who make presentations to audiences. Ideal for those who make extended presentations (eg classroom training)	1 day	20	<i>Kevin Hawkins</i>
Shopper Psychology based Category Management	Get to know the customer and learn how to manage the categories to grow the sales	New category managers and other functions related (sales, marketing, merchandizing etc.)	1 day	Up to 18	<i>Kaija Kurme-Jansone</i>



Kevin Hawkins has more than 35 years professional experience in leading the development and deployment of Sales Capability programs for more than 10,000 employees of Procter & Gamble and its business partners in Central and Eastern Europe, Middle East and Africa (CEEMEA).

He has a background in the Sales function and is highly qualified to train Selling and Negotiation skills. Kevin also has wide experience of and is an authoritative and dynamic speaker on a range of Commercial skills. These include Leadership, Teamwork, Coaching, Motivation, Execution and Formal Presentation skills.



Kaija Kurme-Jansone holds a master degree in International Economics and Business and has more than 12 years professional experience in companies like Microsoft and Procter & Gamble. Kaija's experience ranges from marketing and sales functions in Baltics to regional and global project management in e-commerce and category management areas.

Kaija is a Social partner in Quality Advisory Board of University of Latvia, she has been Member of the Board in ECR Baltic, introducing Category Management to Baltic market and running several working groups within ECR organization.