

**WORKSHOP
MONOCULTIVAR OLIVE OIL
SIMULATED INTERVIEWS
(in English)**

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"He's right, when you look at it that way,
it's not so bad!"

CONTENT

For whom?

Dedicated to whom deals olive oil with English speaking people for teaching, communicating, driving and selling olive oil around the World.

Retailers, Gross Market, GDO, Agents, Distributors, Organic Food Shops, Olive Oil Machineries Makers, Olive Oil Millers exporting personally its products etc.

Purposes

To be more familiar with English language used into the Olive Oil World when dealing olive oil, to better sell and communicate the own Olive Oil Company. Needed to have attended to the previous **Master in Monocultivar Olive Oil Mktg & Communications**, to be keen in:

Olive Oil sales concept

Modify a previous sale mental state

Replace the advantage to the characteristic

Drive the change

Accept that the product does not exist, but there are only its advantages

Structure

simulated interviews

Diploma:

Workshop in Monocultivar Olive Oil Simulated Interviews (in English)

Supports

Power Point, sales checking forms

Students

Max 30 participants.

Location

Parco Tecnologico Padano – Lodi (LO). Dr. Gino Celletti mobile +39.3280761308

Dates

April 24th, 2015. 9:00am - 5:00 pm

Hotels & Restaurants

see previous master

Teacher

Dr Gino Celletti

TIMING TABLE: 9:00 AM – 5:00 PM

How to say in English everything connected to...

Farming olive trees
Growing and gathering olives
Olive content
Olive Oil chemistry and biochemistry
Packaging
Terms and condition to delivery
Olive Oil machineries
Mill plants
Crushing tools
Malaxating machines
Different kind of decanters and its advantages
Vegetable waters
Olive mill processes
Terms describing quantity and quality of the Bottles
Olive Oil advantages
Olive Oil defects
Olive Oil pairings at table
Commercial and business points

In short, everything has needed to successfully end a selling interview

INTERVIEW

Arguments of sale : time and method
Initial argument about the benefits
Argument of support
Arguments of proof
Technical question
Objections: how to replay
Easy objections
Difficult objections
Conclusion, going to order
Investigations: check of doubts
Direct investigation
Indirect investigation
Conclusions by return

WORKSHOP ROUNDTABLES

Study and development of an "Olive Mill Company Case" by each round table
Processing sales strategy for different oil business

SIMULATE INTERVIEWS

Using interview tracers forms
Role of seller
Role of customer
Involving audience by open analysis

Check student knowledge of English terms, one by one
Change of roles

NOTE

PERFORMANCES

Fluent in English (or good enough) is recommended.

All students will play all the expected roles

All the workshop time will be spent for practical selling interviews in English

Each interview will be publically discussed by the auditing students

Each interview will receive suggestion for the next ones by the tracing form notes

Terms and idioms will be properly used as in a real selling situation

The Italian language in this workshop section is not allowed

Students will be kindly forced to only speak English, also during lunch time.

This is a short one day time workshop and cannot be necessarily exhaustive of all matter.

In case of interest it will be possible to perform a wider master in English on that matter for a longer time.