

Training program for International Certificate of Professional Qualification "Commercial Agent"

PROGRAMME

Scope: 20 hours, 4 modules

Implementation: on-line (MTeams)

Language of training: English



MODULE 1: Legal frameworks for the work of a commercial agent (6 l. hours)

1. Characteristics and working methods of a commercial agent
2. Basic elements of a commercial agent contract
 - type of representation (exclusivity, territorial agent, agent for several companies)
 - calculation of the commission amount
 - the contractual duties of a commercial agent and relations with principals
 - competition clause
 - termination of the contract and entitlement to compensation
 - GDPR
 - ARAA support
3. International business
 - Laws and regulations in national and international business – knowledge of relevant international contract and commercial law.
 - Documents relating to international trade (ATA Carnet, Certificate of Origin, Validation of documents in international trade, Certificate of registration of the company in the commercial and judicial register).
 - the INTRASTAT and EXTRASTAT mutual reporting system.
 - International Commercial Clauses - Incoterms.
 - Import-export regulation.



MODULE 2: Financial Management (4 l. hours)

- Tax rules and VAT in international business.
- Preparing a price calculation taking into account all the key variables that affect pricing; margins, rebates, different tax rates, the impact of the price calculation on profit and the profit and loss calculation.
- Legal forms of a company: characteristics, differences, obligations.

MODULE 3: Marketing and Sales (5 l. hours)

- Identifying market opportunities at home and abroad.
- Defining market potential and sales potential.
- Developing a sales plan with a strategy to achieve your goals.
- Effective B2B sales methods; proactive sales concept, hunting activities, cold calling. using LinkedIn (How to use LinkedIn for self-promotion and sales).

MODULE 4: Persuasive communication and customer relations (5 l. hours)

- Preparation for the sales meeting, introduction and client positioning.
- presentation of the offer.
- Resolving customer objections and excuses.
- Negotiations.

Prerequisite for certification:

- Active participation in the training (80% attendance).
- Passing the module-specific assessments. For each topic, the lecturer tests knowledge in the form of a short written test or an ongoing practical assessment of knowledge or skills (Modules 3 and 4).

[SUBMIT YOUR APPLICATION FOR THE TRAINING](#)

