



**Report Form for Meeting/ Workshop/ Study Visit**  
**Faculty Airline Business, International College, Suan Sunandha**  
**Rajabhat University**

**1. Personal Information**

**Name-Surname** Mr.Benjapol Worasuwannarak  
**Position** Lecturer  
**Category**  Academic Staff   
Supporting Staff

**2. Curriculum/ Topics of the Meeting/ Workshop/ Study Visit**

Selling Uncensored “ปิดการขายได้ตั้งใจใน inbox”

**3. Keynote Speaker in Meeting / Seminar/ Conference/ Study Visit**

Mr. Chaiyaphon Chawarnvanichkul

**4 . Institute or Corporate hosted of the Meeting / Seminar/ Conference/ Study Visit**

Marketing in Black (M.I.B)

**5. Duration of the Meeting / Seminar/ Conference/ Study Visit**

13-15 December 2016

**6. Budget use for Meeting / Seminar/ Conference/ Study Visit**

No Expenses

**7. Objectives of Meeting / Seminar/ Conference/ Study Visit**

To learn and develop myself in online marketing

**8. Conclusion from Meeting / Seminar/ Conference/ Study Visit**

1. Basic knowledge of e-commerce and online marketing
2. Selling in online market
3. Impressing and Interesting communication process for seller
4. Selling technique in upsells, cross-sells, and closing sale
5. The closing sale techniques which impress buyer
6. The ability to increase sale

**9 . Problem and issues of the Meeting /Seminar/ Conference/  
Study Visit**

None

**10. Benefit from Meeting /Seminar/ Conference/ Study Visit**

- **To Yourself**

1. Understanding e-commerce and online marketing
2. To obtain the ability on sale performance
3. More technique to make customer happy

- **To the College/ Institution**

1. Integrating this knowledge into class is the way to make students more understanding online marketing

**1 1 . Handouts or Important Documents related to Meeting  
/Seminar/ Conference/ Study Visit**

None

**1 2 . Certificate of the Meeting /Seminar/ Conference/ Study  
Visit**

None

**13. Recommendations and Suggestion**

None

(Reporter)

(Mr. Benjapol Worasuwanarak)

Date December 16, 2016