

# How to sell Service Agreements

## Seminar objectives

The participants will

- Know, what has to be organized before, during and after the customer visit
- Get to know the sales features of Service agreements / contracts
- Learn to use the benefit argumentation due to the customers motives
- Learn to present the benefits to the customer
- Learn to recognize sales opportunities and take advantage of them
- Learn to describe the benefits of various service quotations (e.g. service contracts, full service, service agreements)
- Learn to sell by phone (Coordinators)
- Find out and establish the right benefit argumentation for the customer
- Learn to convince the customer and deal with resistance/objections

## Contents

- Organisational task before, during and after the customer visit
- Benefits of Service agreements
- The process of convincing
- Convincing by directing the customers motives
- Sales situations
- Phone contact with customers



## Methods

- Lectures
- Group work
- Role-play
- Feedback

## Organisation

- Target Groups
  - Service Technician
  - Service Staff
- Period
  - 1 day