

# Winning the Customer

## Seminar objectives

The participants will

- Learn the customer's decision motives
- Recognise the customer's motives
- Learn how to orientate discussions and arguments towards these motives
- Learn the most important factors in the process of convincing
- Learn to adapt to the customer's behaviour

## Contents

- Decision motive
- Recognizing motives
- Meet the customer's motives
- Motive-oriented discussion and argument
- The process of convincing
- Adaptation to the customer's behaviour
- Improve discussion atmosphere and customer relations
- The island of the other one
- Pacing – Rapport -Leading



## Methods

- Lectures
- Group work
- Role-play
- Feedback

## Organisation

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