

Emotional Benefit Argumentation

Seminar objectives

The participants

- Recognize the dependency between communication and self-esteem
- Improve their ability to listen actively
- Learn about the emotional benefit argumentation
- Are able to formulate the customer benefit and the emotional benefit arguments
- Learn about the strength of hypnotic language patterns, the effect to others and to themselves
- Get to know the positive and negative hypnotic language patterns
- Work on a clearer communication to reach their goals
- Win against the competitors arguments

Contents

- Conscious Communication
- Dependency of communication and self-esteem
 - Active listening
 - Paraphrasing
- Verbalizing
- Emotional benefits for the customer
- New products (SAM 3D, CSD, CSDX,...)
- Meta language Hypnotic communication patterns
 - Background
 - Effect
- Interview – Against competitors arguments



Methods

- Vocal Training
- Group Work
- Key Player Game - Interview
- Key Player Training

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days