

The Benefit to the customer

Seminar objectives

The participants will

- Be able to ascertain the customer's needs by using specific questions
- Recognize the type of customer and his or her motives
- Be able to ascertain the customer's short, middle, and long-term goals
- Be able to awake a need in the customer
- Be able to present an individual offer
- Be able to formulate the benefits to the customer
- Recognize their own strength and weakness and develop a plan how to improve

Contents

- Demand analysis (recognizing, awakening needs)
- Specific, open questions
- Active listening and scrutinizing questions
- Motives and motive structure
- Presentation of an offer
- Effective formulation
- About product benefit and customer benefit
- Discussion about the daily sales routine of the participants



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days