

Winning New Customers

Selling smaller units

Seminar objectives

The participants will

- Be able to win new customers
- Appear convincingly
- Open sales meetings in a professional way (small talk)
- Be able to create emotions and fascination with pictures
- Ask the right question right on time
- Increase their impact when speaking
- Recognize their own impact and develop measures for personal improvement

Contents

- Convincing first impression
- Overcoming fears
- Small-talk (Opening, Rules, Topics...)
- Speaking easy and positive
- Emotions and Fascination
- The right question right on time
- Speaking effective
- Sales discussion



Methods

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

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days