

Compelling Offers by an Optimal Demand Analysis

Seminar objectives

The participants will

- Precisely analyse the demand of the customer
- Know how to awake additional demand or how to create new demand
- Be able to find out the motives for decision making and how to recognize the DISC® -Styles
- Investigate the paths of decision and the decision maker
- Know the types of effective questioning and forms of questions
- Be able to enlarge the chances of the offers by cooperating with the service technicians
- Recognize their own impact and develop measures for improvement

Contents

- Demand analysis, demand investigation, how to awake demand
- Technical analysis. Customer expectations, analysis of the environment, future development, decision makers, ways of decision
- Analyzing motives of decision making
- Investigation of the DISC®-Style
- Types of questions
- Forms of questions
- Cooperation with service



Methods

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

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days