

Professional persuasion

Seminar objectives

The participants will

- Learn the technique of argumentation
- How to use the benefit argumentation
- Learn how to deal with objections
- Learn how to sell products

Contents

- Technique of argumentation
- Benefit Argumentation
- Product selling



Methods

- Lectures
- Group work
- Role-play
- Feedback

Organisation

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