

Selling Service

Seminar objectives

The participants will

- Get to know the sales features of Service
- Learn to formulate the benefits from the sales and customer viewpoints
- Learn to present the benefits to the customer
- Learn to recognise sales opportunities and take advantage of them
- Learn to describe the benefits of various service quotations
- Learn the right sales points and when to apply them
- Learn to convince the customer and deal with resistance/objections
- Learn to give active advice

Contents

- The process of convincing
- USP
- Formulating to convince
- Sales situations
 - Genuine spare parts
 - Backup
 - SAM ...
- Follow the customer's thought process and give active advice



Methods

- Lectures
- Group work
- Role-play
- Feedback

Organisation

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