



Workshops, Coachings und
Assessments

+ SPECIALS

ANALYSIS

SALES

COMMUNICATION

LEADERSHIP

PERSONALITY



Sales New Basics

New Sales Strategies for Sales Consultants

Content

The workshop imparts current theoretical sales basics combined with practical training elements and success models from Neurolinguistics.

Tools for practitioners:

The right attitude towards selling and customers, personal locating, definition of purposes, different phases in the marketing process, marketing talk, marketing strategies and tactics, telephoning, price talk, handling objections, deal, complaints, continued customer support

Advantages

- Convey basics of effective selling
- Learn and optimise marketing processes
- Successful "Wordings" for difficult customers (Power, performance and relationship motives)
- Self-optimisation through marketing simulations
- Knowledge of IS-SHOULD balance

Methods

Workshop with video analysis, brochures

Duration

4 days (Block or individual days)
for 6-12 participants