

# How to change Prospects into Customers

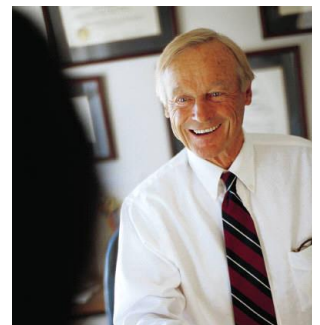
## Seminar objectives

The participants

- to prioritize prospects
- the best practice strategies to turn prospects into customers
- to convince the prospects to visit the plant and the compressor room
- what to check and what to ask in the plant and in a compressor room
- to talk about deficiencies in the current installation without to upset the prospects
- to win the trust of the prospects and to move forward to turn them into customers
- to do a SWOT Analysis (compressors, concepts...) and to define the strategy how to convince the prospects
- to teach their sales men how to turn prospects into customers

## Contents

- Strategies to turn prospects into customers
- Prioritization of prospects
- Check list and questions for the visit of the plant and the compressor room
- Talking about deficiencies in the current installation
- Winning trust
- Evaluation matrixes of the purchasers
- SWOT-Analysis
- Compressors
- Concepts
- Additional opportunities (SAM, AMCS...)
- Teaching the sales men



## Methods

- Lectures
- Group work
- Single work
- Exercise
- Case studies

## Organisation

- Target Groups
  - Managers
  - Perons in Leadership function and others
- Period
  - 2 days