

Customer Orientation and Additional Selling

Seminar objectives

The participants will

- Optimize their discussions
- Think for their customers and therefore do cross selling
- Adapt the customers behaviour
- Be aware of the effect of and improve their behaviour

Contents

- Improvement of customer orientation (positive verbalization, same track, acknowledgement, benefit argumentation, motivating voice)
- Listen actively
- Questioning
- Recognize the customer's needs and offer useful additional equipment
- The impact of rhetoric, argumentation, voice, attitude, mood, body language



Methods

- Lectures
- Group work
- Single work
- Exercises
- Feedback

Organisation

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