

Professional Acquisition

Seminar objectives

The participants will

- Learn the argumentation concerning the market situation and learn how to use the arguments opposite competitors
- Learn how to make an individual plan of acquisition
- Prepare in a professional manner for cold contacts
- React successfully to objections by making new contacts by phone
- Will be more successful in cold calls by phone
- Present themselves and the company very professionally
- Train to lead the first customer's conversation successfully
- Recognize their personal effect at the phone and in personal first contact and will improve it

Contents

- Ways to success
- Argumentation due to the situation at the market
- Advantages in argumentation in relation to the competition
- Preparing strategy and contents
- Convincing argumentation on the phone
- Dealing with objections within acquisition
- Creation of confidence and positioning
- Presenting the company and the products
- Acquisition telephone calls and personal first contact
- Controlling success



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days