

# Selling large projects

(Special for German sales representatives)

## Seminar objectives

The participants will

- Identify customers for large projects
- Know and utilize the strategic approach
- Prepare strategically and obtain information
- Contact the customer field- and task-specifically
- Perform a comprehensive and holistic needs assessment
- Win the customer with benefit arguments (few, clearly understood)
- Learn how to identify promoters and objectors
- Create the presentation of the technical concept
- Convincingly present the technical concept
- Attain acting security when selling large projects
- Know how they are perceived during sales talks and develop measures to improve their impact

## Contents

- Strategic procedure
- Identifying customers for large projects
- Establishing contact
- Strategic approach
- Buying centre model/interface concept
- Comprehensive needs assessment
- Creating technical presentations
- Presenting technical solutions
- Cooperation between inside and outside sales



## Methods

- Instructive discussion
- Group work
- Role-play
- Presentations

## Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days