

Training for fairs

Seminar objectives

The participants will

- Learn positive and negative behaviour at the fair
- Be customer oriented and communicate positive
- Be aware of the impact of body language
- Be able to present the value of KAESER products and of KAESER company
- Learn to win new customers
- Strengthen the relationship with regular customers
- Define criteria to qualify customer requests
- Learn to use brochures / presentations and models in the right way
- Ensure a systematic follow up

Contents

- Active contact to walk-in customers (new customers, regular customers)
- Territory behaviour and Body language
- Visualization
- Winsome behaviour
- Qualifying request
- Product presentation
- Systematic follow up



Methods

- Lectures
- Group work
- Role-play
- Feedback

Organisation

- Target Groups
 - Sales, Service
- Period
 - 1 day