

# SUCCESSFUL SALES CONVERSATIONS

## content

- content of a successful sales conversation
- questioning techniques, question catalogue
- active listening
- identify stakeholders
- the client as a partner
- initiate a deal
- sales strategies and adaptations
- presentation tools

## target

Knowing the customer needs and expectations are the keys for a successful sale.

## target group

Managing personnel and employees in the sales area. Goal to build a successful co-operation with clients.

(Sales, Service, Spare parts dep., etc.)

## duration

2 days / 3 days

## location

according agreement