



Active sales of spare parts and services

...turn your back office employees
into successful service sellers

An active marketing of spare parts and services is a key success factor for the future service. Competition is growing and customers are more price sensitive due to transparent prices in the internet. Active spare parts pirates and independent service providers make service growth even more difficult. This is why employees in the back office should be best qualified regarding active sales of parts and services via phone or e-mail. Active service sales and a sovereign offer follow-up ensure sustainable service success and competitive advantages.

Contents:

- Successful communication techniques for different customer types
- Guideline for customer-oriented behaviour on the phone, by e-mail and on-site
- Methods for active sales of spare parts and services
- Methods for active offer follow-up
- Confident argumentation of prices and discounts
- Professional handling of resistance and complaints
- Practical exercises for a prompt implementation of the learned methods

Your benefits:

In the seminar you will learn, how to...

- deal successfully with different customer types
- take advantage of tips and tricks for customer-oriented phone communication
- confidently argue spare parts prices, discounts and minimum selling prices
- successfully track open offers
- understand objections and complaints and treat them professionally

Target group:

Spare parts managers, spare parts sellers, service back office, service sales (back office)

IMPULS - Learn from the pioneer and market leader in service consulting!
Benefit from our excellent service know-how and experience from over 350 successful after sales service projects and several thousand training participants.