



Service sales planning by key account managers

...qualify your service sales employees to
efficient and targeted service key account managers

Loyal customers are an important success factor for a profitable service. Especially key accounts and customers with high service potential should enjoy an excellent customer support. A targeted planning and an active customer approach can significantly improve service sales and customer loyalty for these customers. In addition to an excellent customer communication a perfect preparation of customer visits is the basis for sustainable service growth.

Contents:

- Optimal arrangement of appointments and conversation planning/ preparation
- Methods for a successful conversation start, discussion and conclusion
- Guideline for sales-oriented behaviour on the phone and on-site
- Methods and arguments for the development of service key accounts
- Confident argumentation of prices and discounts
- Practical exercises for a prompt implementation of the learned methods

Your benefits:

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

- successfully convince different customer types and decision makers at the customer
- reach goals quickly due to a conclusion-oriented discussion
- confidently argue spare parts prices, discounts and services
- successfully track open offers
- resolve resistances and objections

Target group:

Service managers, service key account managers, spare parts managers and sellers,
service sales employees

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**Benefit from our excellent service know-how and experience from over 350 successful
after sales service projects and several thousand training participants.**