



Service technicians as sales representatives

...increase service sales due to targeted service sales

In the future service technicians will play a central role as sales promoters and customer advisors. In addition to technical skills, a sales-related and conclusion-oriented customer communication will be crucial. This is why methods for a target-oriented customer contact and active service sales by service technicians will gain in importance. We provide useful tips and tricks for your service technicians in order to strengthen their competitive position by offering not only usual inspections and repairs, but also generate additional sales potential with additional services.

Contents:

- Methods for analysing the customer situation and determining customer requirements
- Successful communication with different decision makers on customer site
- Methods for active service sales and customer advisory services
- Professional handling of resistance and problems
- Customer-oriented presentation of service benefits
- Methods for extending the service offer and selling additional services
- Practical exercises for a prompt implementation of the learned methods

Your benefits:

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

- handle different customer types
- successfully inspire customers for (additional) services
- confidently argue prices and discounts
- deal with buying resistance at the customer
- actively sell spare parts and services

Target group:

Service managers, service technicians

**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.**