



Team work service and sales

...the common way to customer loyalty

Capital goods often have a lifetime of several decades. Thereby it is often not clearly defined who is the contact person for the customer during this time. Only a coordinated teamwork between service and sales employees ensures a consistent customer support throughout the entire product life cycle. We show your service and sales employees how they can support each other and increase service and new business sales as well as customer loyalty.

Contents:

- Definition of the "handover" from sales to service
- Common goals of service and sales
- Avoidance of conflicts through mutual support
- Consistent customer support over the entire product life cycle
- Ways for a common service market development (products, price sovereignty, etc.)
- Active service sales by service and sales employees
- Role plays for practical exercise of the learned contents

Your benefits:

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

- clearly define service and sales responsibilities
- achieve common goals through cooperation between sales and service
- minimise conflicts between sales and service
- appear in the sense of "one voice to the customer" on customer site
- create active service sales by service and sales

Target group:

Service managers, regional service and sales teams

**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.**