

SUCCESSFUL SERVICE QUALIFICATION

***IMPULS* Campus**

**THE TRAINING PROGRAM
FOR SERVICE, SALES AND LEADERSHIP**

IMPULS Management Consulting
The Service Consultants
Kirchplatz 5a, 82049 Pullach
Tel.: 089 - 38 88 99 30; Fax: 089 - 38 88 99 31
www.impuls-consulting.de
info@impuls-consulting.de

What we offer.

Qualified service employees are a key factor for service success. As pioneer and market leader in service consulting we want to qualify service employees of companies in the capital goods industry for the **continuously growing challenges** in the service business. Our offer is aimed at companies in the machine industry, electrical engineering, ICT industry, automotive and supplier industry as well as the plumbing and heating industry. We want to create the basis for **profitable service growth** through a targeted qualification of your service employees.

We qualify you, your executives and your employees:

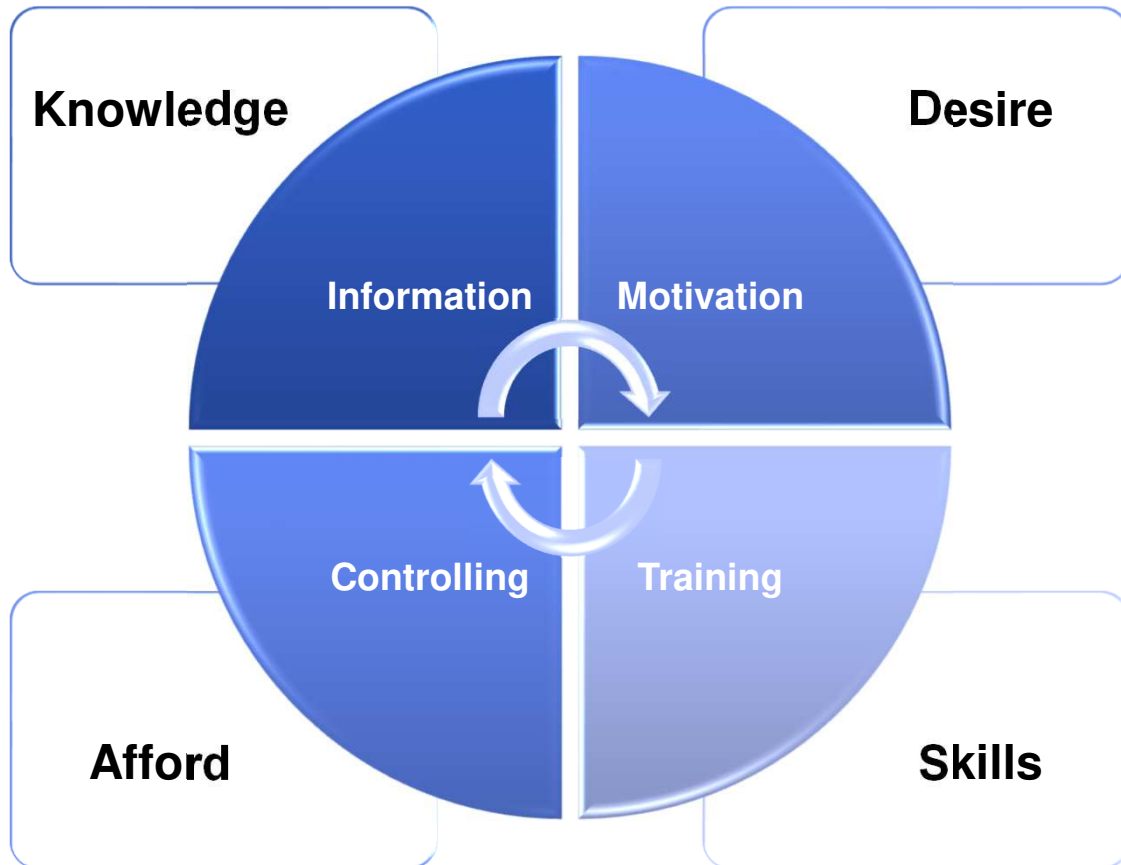
- Practical
- Efficient
- Sustainable
- With success guarantee for your service business

Why *IMPULS* is the best partner for you:

- *IMPULS* is pioneer and market leader in service consulting and training
- Our experienced service trainers have a broad international service knowledge
- We offer practical trainings - by practitioners for practitioners
- We ensure an individual qualification of your service team according to your requirements
- We offer our trainings in German and English language
- We realise our trainings in Germany, Europe and overseas
- We use proven and accepted training methods and tools

***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.

A successful training includes four levels



Knowledge:

Our practical methods, tips and instruments are a recipe for service success.

Desire:

Your employees receive new impulses for the daily business due to practical contents, exercises and our extensive service experience.

Skills:

Practical exercises and role plays allow the participants to optimise their skills immediately.

Afford:

A targeted follow-up ensures the transfer of the learned methods into daily business.

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.

IMPULS approach for an optimal training success

Benefit from the tried-and-tested **IMPULS** approach with motivating advance information for all participants and a qualified follow-up for a successful practical implementation of the learned contents.

| Step | Activity | Time frame | | | | | | |
|------|---|------------|----|----|---|----|----|----|
| | | -3 | -2 | -1 | 0 | +1 | +2 | +3 |
| 1 | First information Training coordination, planning and preparation | | | | | | | |
| 2 | Official invitation Invitation of participants through supervisors with contents and benefits of the training | | | | | | | |
| 3 | „Wake up call“ Questionnaire for all participants for self-assessment of the upcoming training contents | | | | | | | |
| 4 | Conducting the training Conducting the training (1-2 days) | | | | | | | |
| 5 | Follow-up 1 + 2 Review of the participants in order to implement the learned contents in practice | | | | | | | |
| 6 | Feedback within the performance review Integration of training results into annual performance review | | | | | | | |



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.

8 reasons for **IMPULS** as competent training partner

1. **Practical**

We are practitioners who are familiar with the global service business and the increasing demands for service employees.

2. **Competent**

We have many years of service consulting and training experience in the capital goods industry as well as in the supplier industry.

3. **Individual**

We know that every company is individual.

Therefore, we adapt our training contents to your specific requirements.

4. **Methods**

We provide relevant methods and tools for excellent service sales, best-in-class service processes and an efficient service organisation.

5. **Involved**

We are always at your disposal: not only during the training but also in the time afterwards.

6. **Guaranteed success**

We guarantee you a significant increase of the employee's qualification and motivation after our trainings and thus an increase in customer satisfaction.

7. **Experience**

Several thousand delighted participants and more than 350 successful worldwide service consulting projects speak for **IMPULS** as qualified partner for service trainings.

8. **Sustainability**

We ensure a sustainable success of our service trainings due to a targeted coaching, monitoring and practical transfer tasks.

IMPULS Campus

**We make your service business more successful -
because service is our passion!**

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.

IMPULS Campus

The training program for service, sales and leadership

The **IMPULS** Campus includes the following training modules:

Basic knowledge trainings:

| | |
|----------------------------|-----------|
| ▪ Professional phone calls | Page 7 |
|----------------------------|-----------|

Trainings for service technicians:

| | |
|---|----|
| ▪ Behaviour at the customer | 8 |
| ▪ Service technicians as sales representatives | 9 |
| ▪ Communication for application engineers | 10 |
| ▪ Business administration for service technicians | 11 |
| ▪ Train-the-trainer | 12 |

Trainings for service back office:

| | |
|--|----|
| ▪ Successful de-escalation management | 13 |
| ▪ Active offer follow-up | 14 |
| ▪ Active sales of spare parts and services | 15 |
| ▪ Customer-oriented service products | 16 |
| ▪ Global spare parts pricing | 17 |
| ▪ Excellent service marketing | 18 |
| ▪ Excellent service controlling | 19 |
| ▪ Efficient service planning | 20 |

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.

IMPULS Campus

The training program for service, sales and leadership

The **IMPULS** Campus includes the following training modules:

Trainings for (service) sales:

| | |
|--|----|
| ▪ Active offer follow-up | 21 |
| ▪ Active sales of spare parts and services | 22 |
| ▪ Service sales planning by key account managers | 23 |

Trainings for service managers:

| | |
|--------------------------------|----|
| ▪ Proactive service management | 24 |
| ▪ Teamwork service and sales | 25 |

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.



Professional phone calls

...Tips and tricks for frequent callers

The telephone is one of the most important communication channels in our professional life. It is the voice and often the first contact point to customers. The right behaviour on the phone can significantly improve the customer satisfaction. This training includes practical methods and tools to improve your impact on the phone. In addition, you will learn how to professionally deal with difficult customers and situations on the phone as well as increasing the awareness about your impact on the customer.

Contents:

- Basic communication skills on the phone
- Professional dealing with different customers on the phone
- Impact of your voice and body language on the phone
- Influences during a phone conversation
- Handling of typical conversation situations
- Tips and tricks for call acceptance, call handling and call termination

Your benefits:

In the seminar you will learn, ...

- what to consider when preparing and forwarding phone calls
- how to optimise your impact on the phone
- how to successfully conduct phone conversations
- how to deal with difficult customers and critical situations
- how to adjust to different conversation partners

Target group:

Employees with regular customer contact on the phone (e.g. customer support, helpline / hotline and technical support, service and 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.



Behaviour at the customer

...service technicians are the face of your company towards customers

Service technicians are the face of your company towards customers. They significantly contribute to customer satisfaction as well as being an important factor for service success. Therefore, every service employee with direct customer contact should be aware about his/ her impact on customer retention. A professional appearance of service technicians contributes to increased customer satisfaction/ loyalty and has a positive impact on service sales and profits.

Contents:

- Basic communications skills
- Successful communication techniques for different customer types
- Guideline for customer-oriented behaviour before, during and after a service visit
- Handling of complaints and unsatisfied customers on site
- Practical exercises for a prompt implementation of the learned methods
- Presentation of your company's and service USPs by the technician

Your benefits:

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

- handle different customer types
- implement the most important rules for a successful customer communication
- confidently manage unsatisfied customers and complaints
- behave professionally before, during and after a service visit
- differentiate yourself and your service positively from competitors

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.



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.



Communication for commissioning adjusting and application engineers

...ensure a good start with the customer

The installation and commissioning of a machine/ plant is the basis for the further cooperation with the customer. A correct behaviour of the employees on site is crucial for sustainable customer satisfaction. Especially in difficult or "critical" situations a professional and customer-oriented behaviour is essential - without ignoring the interests of the company. In addition, a solution-oriented treatment of training and instruction groups needs to be ensured.

Contents:

- Handling of different customer and training types
- Guideline for customer-oriented behaviour during commissioning on site
- Methods for guiding training and briefing groups
- Methods for dealing with critical customers
- 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...

- successfully handle different customer types and decision makers on site
- use tips and tricks for a customer-oriented communication
- successfully plan and conduct training and briefings
- deal with critical queries and customer feedback
- understand objections and complaints and answer them professionally

Target group:

Commissioning engineers, adjusters and application engineers, inspectors

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.



Business administration for service technicians

...for a focused and successful acting of your service technicians

Service technicians gain more and more importance as sales representatives and customer advisors. The influence of service technicians on costs and service sales will increase, too. Thus, the communication of economic actions to sustainably secure sales and profits is particularly important. In addition to the basics of service business management and economically useful procedures we teach your service technicians methods for a precise preparation and follow-up of order processing.

Contents:

- Basics of business management in the after sales service:
 - Service budget, costs and results
 - Redeemable services
 - Cost drivers in the after sales service
 - Productivity of service technicians
- Basics of finance in the after sales service
- Create awareness for the importance of profitability and high productivity
- Demonstration of economically useful procedures (service contracts vs. paid services)
- How to offset work preparation and follow-up to the customer

Your benefits:

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

- recognise business contexts in the after sales service
- optimise the financial service performance
- design your service efficiently and economically
- develop a successful and efficient method of working
- reasonably argue the offsetting of work preparation and follow-up

Target group:

Service managers, service technicians, team and group leaders, department managers

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.



Train-the-trainer

...successful trainings through excellent trainers

Trainings and seminars are an important service and contact point to customers. Via successful trainings, customers, employees and service partners get the relevant information in a sustainable way. An optimal training preparation, the right mix of methods and media as well as the own, personal impact in dealing with a training group are the relevant success factors for an excellent training. The correct handling of different participant types and difficult training situations are part of these two days training.

Contents:

- What is important for an excellent training preparation?
- Guideline for training documents and planning
- Methods and media for the guidance of training groups and possible applications
- Tips and tricks for the training start, implementation and completion
- Dealing with different participant types and difficult training situations
- Methods for the transfer into daily life inc. follow-up of the training

Your benefits:

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

- prepare yourself properly for a training
- set-up a training didactically correct
- properly use the relevant tools/ methods for a successful training
- handle difficult participants and training situations
- make a successful transfer into daily life

Target group:

Trainers, seminar managers, training responsables

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.



Successful de-escalation management

...how to handle unsatisfied customers professionally

The customer is dissatisfied and complains, the mood is heated and escalating. Take advantage of this opportunity and professionally respond to the needs of your customer to convince him of your service. The right behaviour in this situation is crucial for a further successful cooperation in the after sales service. We teach you how to convince customers of your service - even in difficult situations!

Contents:

- Basic communication skills on the phone
- Professional handling of unsatisfied customers and complaints on the phone
- Ask the right questions for a fast problem identification and solution
- Tools and methods for de-escalation of complaints
- Tips and tricks for dealing with difficult customer situations
- Practical exercises for a prompt implementation of the learned methods
- Registration and evaluation of complaints

Your benefits:

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

- deal with different unsatisfied customer types
- implement the most important rules for a successful customer communication
- use complaints as an opportunity
- take advantage of tips and tricks for professional behaviour on the phone
- successfully communicate the solution to the customer

Target group:

Customer support employees and department managers, helpline / hotline and techn. support

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.



Active offer follow-up

...convert more open offers into orders

An active after sales service is increasingly gaining importance. Global spare part pirates and independent service providers enter the profitable service market and increase competition. An active offer follow-up of service and spare parts offers is a success factor with little time requirement and great effect. Moreover, a consistent follow-up of open offers significantly increases the completion rate.

Contents:

- Basic communication skills on the phone
- Methods for an active offer follow-up
- Practical guide for successful conversation on the phone
- Confident argumentation of prices and discounts
- Professional registration of reasons for non-buyers
- Methods for active sales of additional spare parts and services
- Practical exercises for a prompt implementation of the learned methods

Your benefits:

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

- take advantage of tips and tricks for customer-oriented phone communication
- successfully track open offers
- confidently argue spare parts prices, discounts and minimum selling prices
- determine the relevant reasons for refusal

Target group:

Service 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.



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.



Customer-oriented service products

...increase sales and customer retention with customer-oriented service products

Customer expectations concerning the service of machine manufacturers are constantly growing. New trends and digital technologies will influence the service of the future. The following questions will become more important: Who are our service customers? What additional service products do they expect in the future? How should be the sales and marketing approach for the services? How should a customer-oriented development of existing and future service products look like? In the seminar you will get practical solutions for these and other questions.

Contents:

- The service product development process
- Conception and implementation of customer-oriented service products
- Identification of relevant target groups and their service expectations
- Development of an attractive service product portfolio
- Establishment of new digital service products and solutions
- Successful pricing and marketing of the service product portfolio

Your benefits:

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

- determine the needs and expectations of your service customers
- increase service sales with customer-oriented service products
- optimise your service product portfolio
- generate ideas for new service products
- systematically develop and market service products

Target group:

Service managers, service product managers, marketing and sales responsables

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.

Pricing

Global spare parts pricing

...increase sales and profits with market-oriented prices

Competitive spare parts prices are a key success factor for a profitable service business. Global spare parts pirates and direct sellers, that offer their products 30-50% cheaper than the original manufacturers, increase the worldwide competition for spare parts. Thanks to the internet customers can easily compare prices for standard purchasing parts on global online platforms. This is why many companies put their historically grown spare parts prices to the test.

Contents:

- Analysis and evaluation of the current spare parts calculation
- Set-up of a competition and value-oriented pricing structure
- Development of differentiated spare parts classes and mark-up factors
- Introduction of performance-oriented discounts for distributors and dealers
- Successful communication & marketing of new prices for maximum market acceptance
- Increase in spare parts sales and profits due to new prices by approx. 10%
- 10 *IMPULS* steps to optimise and successfully launch an excellent parts pricing strategy

Your benefits:

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

- optimise your spare parts prices in 10 steps
- increase your spare parts sales with a differentiated price calculation
- increase profits even for highly competitive spare parts
- communicate the new spare parts prices to customers and distribution partners

Target group:

Service managers, customer support managers, managers and employees in the spare parts department

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.



Excellent service marketing

...develop the after sales service to a successful service brand

Successful service marketing is no longer limited to increase publicity but to establish the after sales service as successful brand. Service as a brand is a differentiation and unique selling point and opens additional sales and price policy potentials. If the service of a company has an exclusive image the company can profit of positive effects for the whole range of services and new products. In the seminar you will learn how to establish a service image as reliable partner and get useful implementation tips and tricks with adequate marketing tools.

Contents:

- Active service market cultivation due to targeted marketing/ communication activities
- Basics of marketing planning and successful service branding
- Dealing with relevant marketing tools
- Set-up and maintenance of a service customer database
- Practical examples with numerous tips and tricks for the systematic development of successful service marketing campaigns

Your benefits:

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

- successfully sell your service portfolio via marketing campaigns
- implement internal and external service communication strategies
- develop service marketing tools, e.g. service brochures, flyers, service newsletter, customer magazine, service on the homepage, etc.
- establish your after sales service as an unmistakable brand
- design and implement service social media strategies

Target group:

Service managers, service product managers, marketing and sales responsables

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.



Excellent service controlling

...relevant KPIs and instruments for a successful service controlling

The after sales service becomes more and more a strategic business area. At the same time the service business is getting more complex. A successful service management requires the right service strategies as well as key figures and tools to monitor the business. But how to develop a service strategy? What key figures and potential influence do you have for the achievement of your service goals? And how to implement a successful service controlling? These and other questions are answered in the methods training.

Contents:

- Development of a successful service vision and derivation of the service strategy
- Derivation of intermediate steps and measures to achieve the strategic goals
- Relevant service key figures for parts, field service, modernisation and customer support
- Examples and benchmarks for service key performance indicators
- Methods for the optimisation of existing key figures/ cockpits
- Tips and tricks for a successful realisation and implementation

Your benefits:

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

- develop a successful service vision and service strategy
- define the right goals and target figures for your after sales service
- successfully manage and measure service goals with relevant key figures/ controlling tools
- implement your service goals in a service cockpit

Target group:

Service managers, customer service and spare parts managers, controllers, service team and department managers

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.



Efficient service planning

...the right person in the right time at the right place

Besides highly qualified service employees an efficient operational control is necessary to ensure an optimal use of resources . Only companies who are able to put the right person in the right place at the right time generate customer satisfaction and long-term customer loyalty. We teach your operational planners the relevant tools for an efficient operational control of service technicians - regionally and according to qualification.

Contents:

- Methods and tools for an efficient resource planning and control
- Optimum use of resources in the after sales service
- Self-control of service technicians vs. control by dispatchers
- Arrangement of appointments and active customer care
- Offsetting of travel time as well as work preparation and follow-up
- Optimisation of the technical support/ helpline for a fast problem solving
- Practical exercises for a prompt implementation of the learned methods

Your benefits:

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

- efficiently plan and control service technicians
- increase the productivity of service technicians
- actively support customers in the service
- optimise your technical support/ helpline towards a competent customer service
- ensure the economic efficiency of the technical support/ helpline

Target group:

Service managers, service technicians, dispatchers, team and group leaders

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.



Active offer follow-up

...convert more open offers into orders

An active after sales service is increasingly gaining importance. Global spare part pirates and independent service providers enter the profitable service market and increase competition. An active offer follow-up of service and spare parts offers is a success factor with little time requirement and great effect. Moreover, a consistent follow-up of open offers significantly increases the completion rate.

Contents:

- Basic communication skills on the phone
- Methods for an active offer follow-up
- Practical guide for successful conversation on the phone
- Confident argumentation of prices and discounts
- Professional registration of reasons for non-buyers
- Methods for active sales of additional spare parts and services
- Practical exercises for a prompt implementation of the learned methods

Your benefits:

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

- take advantage of tips and tricks for customer-oriented phone communication
- successfully track open offers
- confidently argue spare parts prices, discounts and minimum selling prices
- determine the relevant reasons for refusal

Target group:

Service 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.



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.



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

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.**



Proactive service management

...generate service growth through successful leadership

Motivated service employees identify themselves with the company's after sales service and represent it as "people as brand" towards customers. We teach service managers the methods for a successful management, control and motivation of their service teams. The training reveals how effective leadership contributes to a motivated service team and additionally increases service sales and profits.

Contents:

- Goals, roles and tasks of a service manager
- Leading employees: Recognition - support - criticism
- Employee motivation and incentive systems in the service
- Employee qualification and development
- Performance review as basis for team building, motivation and conflict management
- Team building and collaboration with other departments
- Pragmatic methods of time management

Your benefits:

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

- achieve leadership acceptance through service competence
- plan active customer support at all employee levels
- motivate employees and establish an incentive systems in the service
- professionally conduct performance reviews
- plan and use your time efficiently

Target group:

Service managers, regional service managers, team leaders

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.



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.

**Our *IMPULS* Campus trainings are designed
for groups of 6 - 12 people**

Basic knowledge trainings:

- Professional phone calls 1 day

Trainings for service technicians:

- Behaviour at the customer 2 days
- Service technicians as sales representatives 2 days
- Communication for application engineers 1 day
- Business administration for service technicians 2 days
- Train-the-trainer 2 days

Trainings for service back office:

- Successful de-escalation management 1 day
- Active offer follow-up 1 day
- Active sales of spare parts and services 2 days
- Customer-oriented service products 1 day
- Global spare parts pricing 1 day
- Excellent service marketing 1 day
- Excellent service controlling 1 day
- Efficient service planning 1 day

The price for our service Master trainers is 1.950 € per training day.

The price includes:

- Preparation and development of an individual training concept
- Elaboration of customer specific training documents
- Documentation and proposals for a successful transfer into daily life
- **Plus:** 49 EUR per participant for detailed training material

The price does not include travel expenses and rent for training rooms (if required)
that will be charged 1:1 at cost. VAT is charged separately.

***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.**

**Our *IMPULS* Campus trainings
are designed for groups of 6 - 12 people**

Trainings for (service) sales:

- | | |
|--|--------|
| ▪ Active offer follow-up | 1 day |
| ▪ Active sales of spare parts and services | 2 days |
| ▪ Service sales planning by key account managers | 1 day |

Trainings for service managers:

- | | |
|--------------------------------|--------|
| ▪ Proactive service management | 1 day |
| ▪ Teamwork service and sales | 2 days |

The price for our service Master trainers is 1.950 € per training day.

The price includes:

- Preparation and development of an individual training concept
- Elaboration of customer specific training documents
- Documentation and proposals for a successful transfer into daily life
- **Plus:** 49 EUR per participant for detailed training material

The price does not include travel expenses and rent for training rooms (if required)
that will be charged 1:1 at cost. VAT is charged separately.

***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.**

Sustainable transfer into daily work

...two options for a sustainable knowledge transfer into daily work

A successful change in behaviour takes up to six months. Therefore, we support your service employees not only with an excellent training but also animate and remind the participants to implement the learned contents. The employees receive transfer tasks for a successful practical implementation to deepen experiences and to strengthen first successes.

1st Option: Phone- / video- / Skype follow-up

- First experiences regarding the implementation of the learned contents are discussed with the participants in phone calls or video conferences
- Deepening of first successes
- Tips and hints for further improvement

→ **Investment: approx. 1,5 hours per participant**

2nd Option: Personal feedback meeting with the participants on site

- First implementation successes and lessons learned are discussed personally (in the group or individually) within a personal follow-up meeting
- Discussion of the success diary
- Clarification of problems/ difficulties and development of individual solutions
- Deepening of relevant topics in practical exercises

→ **Investment: 1 training day (6 participants)**

or ~1,5 hours per participant direct coaching

Excerpt from our reference customers

Several thousand delighted participants from leading international companies speak for **IMPULS** as qualified training partner.



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.

Your trainer team

**Are you interested in our trainings or do you have questions?
Call or write us. We are looking forward to you.**



Marco Strobel-Fuchs
Mastertrainer,
Senior Consultant

- **Focus:** Communication and behaviour trainings
- **Contact:** strobel-fuchs@impuls-consulting.de
- **Language:** German, English
- **Competence:** 10 years international service consulting/ training
- Training and qualification of more than 1.000 service employees
- Conception and implementation of global service seminars
- Speaker at the VDMA Service Manager Seminar



Martin Auer
Deputy Managing
Director, Trainer

- **Focus:** Global spare parts pricing
- **Contact:** auer@impuls-consulting.de
- **Language:** German, English
- **Competence:** 11 years international service consulting/ training
- Development of global spare parts pricing strategies
- VDMA speaker for future-oriented pricing systems
- Speaker at the VDMA Service Manager Seminar



Kathrin Gasslmaier
Senior Consultant,

- **Focus:** Service products and marketing
- **Contact:** gasslmaier@impuls-consulting.de
- **Language:** German, English, French
- **Competence:** 8 years international service consulting/ training
- 2 years communication and marketing specialist in the capital goods industry in Switzerland
- Expert for the development and realisation of international marketing and communication strategies

**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.**