



Customer and sales conversations

Achieving a convincing impression.

- We address your individual strength and potentials and give you direct and detailed feedback (on request with video recording).
- Specific exercises and practical examples guarantee that you will not only learn how it is done but also how you can implement it in your environment.
- Extensive documentation and direct training on your work case and potentials.
- On request your trainer will prepare or follow up the seminar with you. Afterwards you will be able to implement the learned content in your every-day life.
- In-house events: Working directly at your desk.



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“Who wants to sell, has to master language.” (G.G. Marquéz)

Everybody who says that anybody can be a good salesperson could not be more wrong. Because selling is not as easy as it might seem and the proper customer contact has to be well trained. Anybody can tell that there is more behind it than a winsome smile at the beginning of a conversation and a few uninspired arguments. The difficulty is in the details: the complexity of the situation, the constantly changing counterparts as well as the own motivation and enthusiasm. In order to pay attention to all factors and at the same time to pull all strings there is nothing more important than exercise, training and overall individual feedback.

In this seminar our main target is to focus on you and your specific situation where you have customer and other external contact. We will then train with you how you can convince and achieve the best impression.

Content

Because the contents of the seminar will vary due to the individual needs of the participants, the following list is only a potential guide. We are looking forward to consult you in advance which content will be beneficial for you.

Basics of communication and customer contact

- Communication techniques
- Different approaches in different situations
- Basic rules of customer contact
- Levels and rules of communication
- Your workplace and customers

Individual Analysis

- Your strengths and potentials
- Exercises of different conversations through role plays and with individual feedback
- Dealing with difficult customers and situations

Arousing enthusiasm

- How you can arouse enthusiasm through your own motivation
- Transforming customer orientation into behavior

Challenge: Sales conversation

- Specific characteristics of sales
- Basic and specific behavior
- Your sales situation — suggestions for everyday life

Sustainability

- Individual counseling and development of strategies that ensure the maintenance of the trained content

Individual feedback and specific practical exercises!

Details

Target group

This seminar addresses employees and leaders who want to enhance their communication.

In-house

You are welcome to book this seminar also as an in-house event. For more information, please contact us directly.

Venue

Whether in your office (in-house), a requested conference hotel or in one of our offices in Augsburg or Berlin — we tailor this seminar to your needs.

Seminar instructor

KonKoMa Solutions offers coaching and seminars for individuals, groups and departments.

The instructors are all highly qualified experts in the areas of psychology and economics and have many years of consulting and seminar experience.

Language

German
English

Date

On request.