



e-learning

Principles of sales

As requirements for products and services become increasingly stricter and markets become more complex, the challenges you face grow as a result. This course will show you how to successfully sell your services in a professional way and maintain healthy relationships with clients.

Booking Number: **2122**

Group of participants:
Beginners in sales and
practitioners who want to
optimise their sales activities

Duration: **approx. 3 hours**

Language:  

Unit price:

€ 119,- zzgl. MwSt. | € 141,61 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ How to recognise key factors for a successful sales process.
- ✓ How to best prepare sales talks and to successfully start a sales process.
- ✓ How to identify your customers' needs and expectations in order to provide them with suitable solutions.
- ✓ How to deal with unsatisfied customers so you do not lose them.

Contents

- Discover the keys to successful selling
- Enhance your image with non-customers
- Successfully manage the first 5 minutes of your sales meeting
- Reach emerging customers
- Discovering your client's needs and motivations
- Identify customers value
- Providing a service that meets the customer's expectations
- Don't be a slave to your customers
- Managing client dissatisfaction
- Anticipate emotional situations
- Dealing with client's objections
- Reframe situations
- Explore the customer's hidden problem too
- Formulating a request, expressing a refusal



Information on the web

www.haufe-akademie.de/2122



Let us advise you

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