



e-learning

Identifying needs

Needs analysis forms the basis for every sales talk. In order to determine the demand, knowledge of the different questioning techniques is important. This is exactly where this online training comes in. The focus is on the PPF method. It is easy to learn and very effective. After asking questions about the present, the salesperson asks the customer questions about the past, and then uses future questions to further specify the need.

Group of participants:

For all employees in field sales, inside sales and key account management

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Understanding why identifying needs is a fundamental step in the sales process
- ✓ Apply the GVZ method for targeted needs assessment
- ✓ Knowing the main question types and how to use them to determine requirements
- ✓ Developing an individual concept for the identification of requirements based on your practice
- ✓ Fully understanding the customer's needs through active listening

Contents

- Not asking costs money
- The PPF method
- Asking the right questions
- Successful needs identification



Information on the web

www.haufe-akademie.de/el



Let us advise you

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