

Collecting important customer information

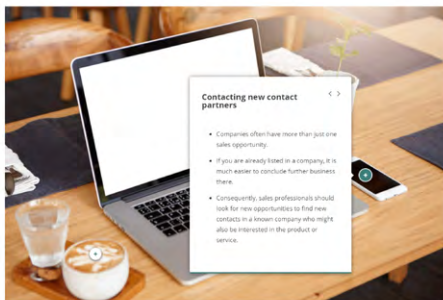


What you should know about your **business customers** in order to develop tailor-made offers:

- Company size and number of employees
- Industry, departments and business areas
- Turnover and successes

OVERVIEW

This will allow you to identify and take advantage of new contacts:



Contacting new contact partners

- Companies often have more than just one sales opportunity
- If you are already listed in a company, it is much easier to conclude further business there.
- Consequently, sales professionals should look for new opportunities to find new contacts in a known company who might also be interested in the product or service.

Step 1

Ask for recommendations



Once a month take some time to think about which three customers you can ask for new contacts. Make a list, or use your CRM system, to document everyone you've already contacted. Start to document which new contacts you've made through existing relationships. Start with your most successful.

e-learning

Making initial contact

Effective and efficient work brings the highest possible return with the relatively low investment. This is very important for customer acquisition. After all, it is important to find out exactly the right ones among the thousands of possible customers and to make the best possible initial contact. Research tools help the participants to assess customer potential and to address them in a targeted manner. There are also effective methods for identifying potential customers. This is precisely where this online training comes in: participants learn how to prepare precisely for future customers using the “elevator pitch” method.

Group of participants:

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

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Recognizing and using opportunities to make contacts to potential customers
- ✓ Systematically expanding your customer network
- ✓ Quickly identifying potential customers
- ✓ Using research tools
- ✓ Working effectively and efficiently thanks to good preparation
- ✓ Using the elevator pitch as a method for customer acquisition
- ✓ Mastering the basic rules for the right appearance in front of clients

Contents

The preparation

Recognizing and using contact opportunities

Researching effectively

The elevator pitch



Information on the web

www.haufe-akademie.de/el



Let us advise you

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