



e-learning

Demonstrating value

The value does not depend on the product, but on the user. Because knowledge of the buying motive is fundamental to the value argumentation, this e-learning presents the four most important buying intentions – safety, recognition, profit and convenience – their recognition and appropriate response. Building on this, the participants learn the five-step technique of value argumentation. Realistic examples show what an individual value argumentation can look like.

Group of participants:

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

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Distinguish between product features and customer benefits
- ✓ Know and recognize the most important buying motives
- ✓ Master the “5 steps of benefit argumentation”
- ✓ Using research tools
- ✓ Develop an individual benefit argumentation

Contents

- Recognizing buying motives
- The five steps of demonstrating value
- Examples of the five-step technique



Information on the web

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Let us advise you

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