



Service Sales – Actively Marketing and Selling Services

**Get to know the special aspects and
apply the right levers for your success**

Two-day intensive seminar

Emotionalization, increase of customer benefit

Selling services that you cannot see, touch, smell or hear - many customers find it difficult to do so. It is even more difficult if the service aims at preventive purposes. The question is how to explain the value or features of a service so convincingly that the customer is thrilled and buys from you. And when is the best time to make an offer? Service offers need explanation and the customer cannot simply take them off the shelf. All the more, emotionalizing and measurably increasing customer value in the argumentation counts for the respective customer.

Yet, services currently offer far greater potential for differentiation and customer loyalty than products!

Your benefit & contents

You will learn about the special features and the success factors in service and service sales and will be able to recognize the high-priority factors in the sales talk that count for your customers.

After the seminar, you will be able to define the different needs of the contact persons in different functions and formulate appropriate lines of reasoning. You will acquire methods to prepare and successfully complete solution-oriented sales and consulting discussions as well as to recognize and utilize customer behavior. You will learn how to identify and systematically develop intrinsic value customers.

With the tool box that you receive in the seminar you can react flexibly and offer solutions situationally.

Benefit from the practice-oriented know-how and the experience of our experts.

Contents

- Move from the sales strategy to your own sales tactics
- Strategically segment and develop customers
- The principle: consultative value service selling
- Emotionalization and strategic marketing of service products
- The three pillars of successful service sales:
 - Customer typology
 - Commitment
 - Stage sale
- Action plan to realize and increase the success of individual sales goals

Methodology

- Keynote presentations
- Plenary discussions
- Group work
- Realistic sales role play scenarios
- Presentation with feedback: The participants present their service and the resulting customer benefit. Each participant receives detailed feedback from the coach.

- **Duration**
2 days
- **Start/End**
09:00 am to 05:30 pm each
- **Target group**
Technicians, engineers, and account managers who have sales experience, who are or will be involved in service sales – across all industries
- **Our services**
Seminar participation & networking
Seminar documents
Drinks and lunch
Certificate of attendance
- **Your investment**
€ 1,860.00 plus VAT

Information and registration

ISS International Business School
of Service Management
Dorotheenstraße 29 a
D-22301 Hamburg

+49 40 536 991-55
contact@iss-hamburg.de
www.iss-hamburg.de

As of 04/19/2018.
Subject to change.