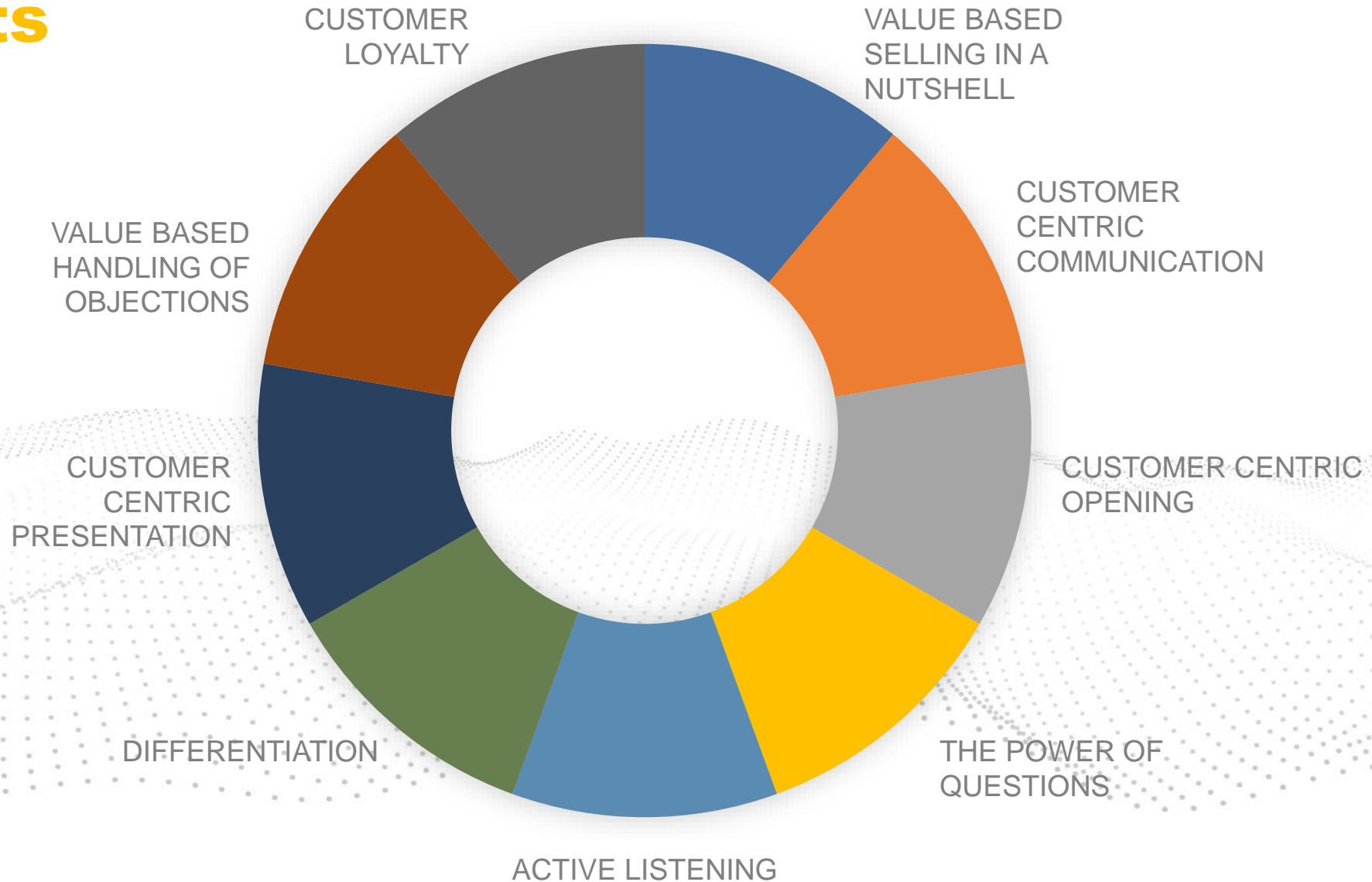


Sales Experts

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Sales Experts



VALUE BASED
SELLING IN A
NUTSHELL

- > Buying and selling process
- > Value based selling
- > The pyramide

CUSTOMER
CENTRIC
COMMUNICATION

- > Understanding the core drives
- > The road of appreciation

CUSTOMER
CENTRIC OPENING

- > How open a sales call
- > The three key questions
- > The pitch

THE POWER OF
QUESTIONS

- > Value based selling questions
- > The timing of questions
- > The pyramide in action

ACTIVE LISTENING

- > At all ears
- > The structure of confirmation
- > How to build trust?

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- > Understanding loyalty
- > Areas of loyalty
- > Reference management

- > The objection collection
- > Handling objections
- > How to say NO
- > Tricky situations

- > The value based strategy Vol I

- > Performance value
- > Personal value
- > Template

CUSTOMER
LOYALTY

VALUE BASED
HANDLING OF
OBJECTIONS

CUSTOMER
CENTRIC
PRESENTATION

DIFFERENTIATION

