

# Effective benefit argumentation

## Seminar objectives

The participants will

- Learn, how people are taking buying decisions
- Know and recognize the decision motives of the customers
- Know the most important and typical cases of argumentation with customers
- Be able to use the benefit argumentation effectively and suitably for motives
- Overcome resistances and will be able to convince the customer
- Learn to interpret and ask about the customer's argumentation in a more sensitive way
- Recognize their own effect in the presentation and develop measures to improve these

## Contents

- Buying decisions
- Recognizing and using motives of the customers
- Motive-related objection treatment
- Cases of argumentation (water-cooled, air-cooled, per and contra FU, direct coupled, block variety, splitting concept, SAM, list concept, central DL supply,...)
- Clearing resistances out
- Positive emotions in buying behaviour
- Effective benefit argumentation
- The 2-minute selling
- NLP-Precision-Probing
- NLP- Regulation



## Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

## Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days