

Sales in the field

Seminar Objective

Being successful in the field - that is an art in itself. But your success can be planned and can best be predicted if you design it yourself. For a top salesperson this means achieving success through good management, a high degree of motivation and strong communication and time planning skills. In this seminar you will learn to maintain and cultivate your key accounts even more effectively, to establish strong and lasting contacts, as well as techniques for increasing self-motivation in order to improve your own success and to expand your potential for further success. Finally, as a representative of your company, you will become more aware of the important impact you can have on its financial performance.

Seminar Content

- The role of the sales representative: role within the company - view of the market - focus on the customer
- Success and profit responsibility on behalf of the company
- Interdependencies within the company: what influence does the organisation of the sales back office have?
- Customer care
- Implementing price increases with existing customers
- A structured approach to market research
- Cold acquisition
- Quotation management
- Sales opportunity tracking
- Self-motivation and self-management
- Getting the best from customer dialogue: from the first telephone contact to the concluding the deal
- Scheduling
- Showcasing
- Listening skills
- Financial statement
- Networks and social media
- Customer-centric sales process
- Improve follow-up and next steps planning
- Training conversations

Testimonials

„I particularly liked the good working atmosphere created by the seminar leader and the prepared topics.“

A. Steinau, HK Hydraulik Handelsgesellschaft mbH

„I found the technical competence of the seminar leader to be very high.“

T. Agena, ws-tools OHG

Course Ref.

VV5006

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00

2. Day: 09:00 - 16:00

Location and Dates

Webinar

15.07.2021 – 16.07.2021

18.11.2021 – 19.11.2021

Muenster

27.05.2021 – 28.05.2021

02.12.2021 – 03.12.2021

Hamburg

16.09.2021 – 17.09.2021

Berlin

10.06.2021 – 11.06.2021

25.11.2021 – 26.11.2021

Hannover

04.11.2021 – 05.11.2021

Leipzig

04.10.2021 – 05.10.2021

Cologne

26.08.2021 – 27.08.2021

Frankfurt

11.11.2021 – 12.11.2021

Nürnberg

23.09.2021 – 24.09.2021

Stuttgart

21.06.2021 – 22.06.2021

06.12.2021 – 07.12.2021

Munich

21.10.2021 – 22.10.2021

Vienna

30.09.2021 – 01.10.2021

Fee

980,00 € (ex. VAT)

1.166,20 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.

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Ja, ich/wir buche(n) folgendes Seminar:

Seminartitel

Termin

Seminarort

1. Teilnehmer/in

Funktion

E-Mail

2. Teilnehmer/in

Funktion

E-Mail

Ja, ich/wir buche(n) das Aufbauseminar gleich mit:

Titel

Termin

Ort

1. Teilnehmer/in

Funktion

E-Mail

2. Teilnehmer/in

Funktion

E-Mail

Rechnungsanschrift

Firma

Ansprechpartner

Funktion

Abteilung

Straße/Hausnummer

PLZ/Ort

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Datum/Unterschrift