



Tandem: Internal and Field Sales

Seminar objective

Don't sell on price, sell on customer value. In today's world, employees need not only the appropriate technical knowledge, but rather soft skills such as communication competence, rhetorical skills, cooperation techniques and a smart memory. Learn how inside sales and field sales can cooperate successfully as a well-coordinated team! The seminar includes the joint care of existing customers, direct and telemarketing campaigns and the analysis regarding the degree of exploitation of a territory. In particular, the focus is on the development of strategies and processes for sustainable sales management.

Seminar content

Working together through sales in agile teams:

- Cooperation in the team
- Designing cooperation: methods, rules and rituals
- Models of customer development in sales
- Acquiring new customers: motivation and external acquisition
- Customer consulting and sales advice

Price presentation and enforcement:

- Necessary tools: CRM and SAP systems, Excel and checklists
- More visibility, more sales
- Combine price increases with positive messages
- Early announcements: successfully implementing and enforcing price increases

Self-management in the office and in the field:

- In-depth analysis of the sales territory
- Capturing customer potential
- Maintaining existing customers
- Successfully making appointments

Recording and controlling marketing measures:

- Handling the current market situation
- Analysis of marketing actions
- Defining objectives in the team
- Concrete definitions for measures and digitalization

Methodology

The course will first provide you with basic theoretical knowledge, which you will then learn to understand even better with the help of concrete instructions and exercises - transfer tasks and practical examples will support you in this. In this way, the newly acquired knowledge can be quickly integrated into your everyday working life.

Target audience

For all specialists and managers, the Tandem Internal Sales and External Sales course prepares the perfect foundations for all-round

Course ref.

VV5007

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:30 - 16:00

Location & dates

Münster

21.07.2025 – 22.07.2025
22.01.2026 – 23.01.2026
30.03.2026 – 31.03.2026
20.07.2026 – 21.07.2026

Fee

1.200,00 € (ex. VAT)
1.428,00 € (inc. VAT)



**MANAGEMENT-INSTITUT
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Seminare für Fach- und
Führungskräfte

successful sales and sales management.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift