

Dolder Know-how

Sales techniques

Successful selling means building up a relationship: opening a sales pitch, advice, recommendations and understanding the customer.

Content

Defining target groups and their needs
Target groups in various situations
Conversation skills and questioning techniques
Cross- and up-selling
Skills required (product know-how, making an impression, emotional intelligence, psychology)

Target public

For people in the service industries who wish to sell more effectively and learn to take a more profit-oriented approach

Instructor

Julia Hofstätter, Training Manager, and her team

Price

CHF 390.00 per person
Including water, coffee breaks and lunch

Time

From 9 am to 3 pm
Lunch from 12 to 1 pm in the Garden Restaurant