

Course description

CHV004

Promoting the Benefits of (any product, system or service)

Course goal

Participants learn an argumentation technique and apply it to concrete example related to their customers.

Learning objectives

Participants

- know the customer benefits and understand these as the key success factor in sales
- understand customers' potential objections
- can prove the customer benefits.

Participants

Sales personnel, product managers, and interested technical personnel from ABB companies.

Prerequisites

Electrical or mechanical engineering degree, technical college qualifications or equivalent. Basic knowledge of the related application area is required. Relevant product/system/service course(s), the course V002, and/or sales experience are recommended.

Topics

- Argumentation technique
- Technical presentation of the product/system/service
- Application of the argumentation technique
- Discussion of the customer benefits, objections, and proof

Methods

Lectures, presentations, group work, application exercises, discussions (workshop)

Duration

0.5 days

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