

SALES DIALOGUE AND CUSTOMER RELATIONSHIP



TARGET AUDIENCE

Supervisor commercial, station master.



GOALS

- Acquire the tariff restructuring and the various tariff products
- Know the techniques of sales dialogue
- Develop listening and prescription techniques and advice in order to increase customer satisfaction and the realization through loyalty



PREREQUISITES

Experience in the commercial field "sale".



EDUCATIONAL MODALITIES

Active teaching method and training exercises in a sub-group situation.



DURATION: 2 Days



PROGRAM

RESTRUCTURING OF THE TARIFF RANGE

- Principles and operation of the price range
- Restructuring of the price range
- Different tariff products

DIALOGUE AND SALES TECHNIQUES

- Stakes of the sales dialogue
- Approach and different stages of the sales dialogue
- Sales techniques

CUSTOMER RELATIONSHIP

- Issues, principles and dimensions of customer service
- Postures and attitudes of service

