

Exploiting Customer Interaction Points for Increased Sales

Seminar/Workshop, by Justin Hitt, Strategic Relations Consultant, <http://www.justinhitt.com/>

At any point your customer sees, touches, or uses your product is an opportunity to sell or education them.

This workshop helps you identify, isolate, and turn these points of interaction into increased revenues for your business. You will receive practical and tested advice you can use right away.

You will learn:

- Ways to leverage business partners to mutually increase profits
- 7 Strategies to identify hidden selling opportunities for your business
- Reasons to document a products lifecycle within customer categories
- The role of business partners and outside relationships in customer interactions
- Ways to turn interactions into opportunities to sell or educate your customer
- The value of product education as it enhances sales performance
- 4 presale points, 5 service points, and 8 general interaction points available for all types of companies
- How to keep customers happily engaged with your product or service

Who should attend?

- Sales managers who want to empowered sales people generating more sales with less effort,
- Product managers and leaders in corporate business development who want higher closing ratios,

- Marketing executives interested in reaching more prospects and customers at a lower cost,
- Senior executives who welcome culture changes that improve sales without increasing budgets,
- Executives responsible for results in sales with influence to enhance current processes,
- Product development managers who want to learn ways to shape their products according to customers desires,

You will receive:

- A 10 point action plan for evaluating your current situation,
- Simple scorecards to check your progress throughout your company,
- The skills necessary to map high-level customer interaction points,
- Plus, the knowledge you need to teach your staff how to put this knowledge into action today,

This program is available to your company in both half day and full day sessions. Full day session include breakout exercises designed to develop actionable strategies you can implement right away, as well as an opportunity to gain additional knowledge from other attendee's experiences.

For more information about seminars or workshops, contact Justin Hitt by email at seminar-info@justinhitt.com or call (757) 282-7779.

Quantity discounts available for 10 or more attendees on the same order.

For more information contact Justin Hitt, (757) 282-7779 or by email at seminar-info@justinhitt.com