



Title

Product Launch
Product Presentation
- Motor Vehicles -

Duration

1-2 Days

Objectives

- Prepare the participants emotionally, practically and optimally for the launch of a new model.
 - Acquaint the salesmen with the target group
 - Reveal advantages and differentiations to competition
 - Present technical features benefit-oriented

Content

- Presentation of different models
- Process the target group
- Benefit-oriented process of product information
- Process competitive advantages and treat argumentatively
- Exercise and deepen successful methods of product presentation in role-playing
- Promotional presentation of emotional accessories

Target Group

Sales Manager and Salesmen

Comments

Depending on customer preference, complete concepts for small or big groups will be developed and realised.