

TRANSLATING SERVICE INTO SALES

Bridging the Gap from Technical Expert to Sales Consultant

Your technical expert is your key to success. They can differentiate your products and services from your competition. They have credibility. They are sought after for their advice. They have the perfect opportunity to make a sale.

This program is about improving the communication skills of your technical experts; improving their listening skills, their questioning skills, their presentation skills, and their negotiation skills. The program provides them insights into using their technical expertise to their advantage by guiding the interaction and strategizing with the customer or prospect to best solve the problem.

You *can* add powerful communication skills to their abilities: This program will show them how.

They'll learn ways to...

- Determine whether a technical request is legitimate or just positioning
- Ask questions that lead the customer to decisions quickly and efficiently
- Use negotiation skills to counter requests for discounts and gimmie's

Inquiry calls, routine maintenance, service calls and even emergency calls are full of selling opportunities provided your service technician or engineer has the communication skills to bridge the gap from service expert to sales consultant. Increased competition and tighter profit margins make it critical for companies to make full use of onsite service calls. By increasing the communication skills of your technical staff, you will increase customer satisfaction as well as sales.

Those that attend with you will learn powerful new ways to....

1. Increase rapport with existing customers.

Discover the keys to building relationships beyond technical expertise.

2. Increase assertiveness in communications

Asking critical questions beyond technical issues is a learned skill.

3. Identify selling opportunities.

Gain the ability to transition from technical issues to solution issues.

4. Introduce new products and services as potential solutions.

Learn ways to maintain assertiveness and creativity in dealing with situations and interruptions.

5. Bridge to possible solutions with the products and services of your company.

Learn ways to maintain assertiveness and creativity in dealing with situations and interruptions.



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