

Enhanced customer loyalty, additional orders

BENEFIT CustomerChamp® FOR TECHNICIANS

The training BENEFIT CustomerChamp® for technicians is held on three individual days and allows the persons in charge of the technical support organization to motivate and enable their service technicians to perform sales promotion activities at the customer's.

- Expanding the focus of the service technicians from repairing to optimizing the installations.
- Enabling the service technicians to better understand the customers and their needs and to convince them in favor of order-generating changes.
- Developing customer service into an important sales channel.





FROM SERVICE TECHNICIAN TO SALES-PROMOTING CUSTOMER ADVISOR

Traditionally, the technical customer service is used to install, commission and maintain sophisticated devices, systems or plant facilities at the customer's. Service technicians are trained accordingly; with focus on the machine. For many companies, this is no longer sufficient.

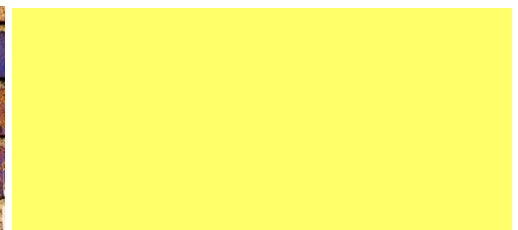
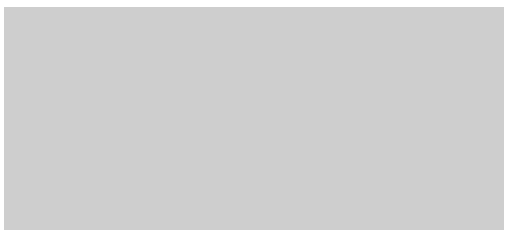
Since customers concentrate on their core competencies, the orientation of the technical customer service will increasingly change. There is an increasing tendency to purchase maintenance capacities as a result of increasing complexity coupled with continued cost pressure. This decrease of the own expertise has also resulted in a change of the customers' buying behavior: the customers no longer

primarily demand products which are used to build a solution, but overall systems or overall solutions instead, which are maintained by the suppliers in accordance with individual service level agreements. The demands on service technicians have substantially increased as a result. Their focus can no longer just lie on the machine, but must also include the overall system, its operators and the supporting workflows and processes.

SERVICE TECHNICIANS with CONSULTING SKILLS initialize ADDITIONAL SALES.



Service technicians can develop potential for additional orders.



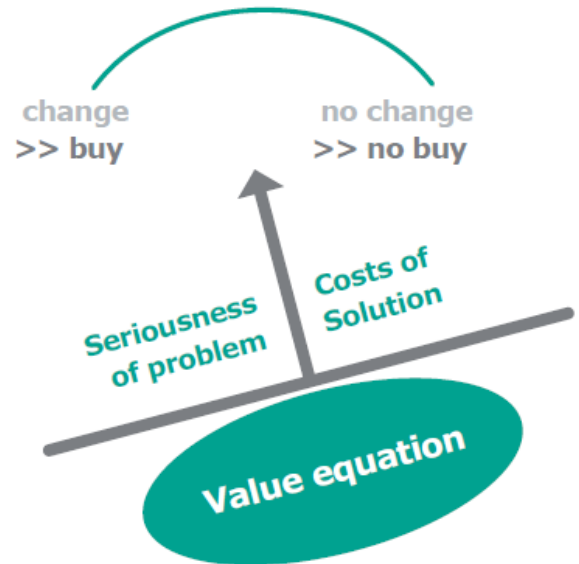


At the same time, employers expect the service technicians to advise the customers with regard to the optimal use and further development of the maintained solution and to establish a good customer relationship in order to thus enable additional sales. Using service technicians for proactive sales tasks and thus as sales channel is increasingly becoming a must for suppliers in order to compensate slumps in new business. For most service technicians, this change of role and expectations represents a nearly insurmountable obstacle. Suddenly things are requested which neither correspond with the fact-oriented type of the technician nor with his knowledge.

A SYSTEMATIC DEVELOPMENT OF TECHNICIANS IS REQUIRED

BENEFIT supports the persons in charge of the technical customer service in the development of sales-oriented service concepts (BENEFIT StrategyChamp® SERVICE) and in the development of the newly required technical skills (BENEFIT CustomerChamp® TECHNICIAN) in view of a self-confident and win-win-oriented handling of the different technical and commercial stakeholders at the customer's. Thus, the technician will be motivated and qualified for an added value-oriented demand stimulation, an initialization of sales-promotional changes at the customer's as well as a development of the personal relationships beyond the user groups, to include the relevant influencers and decision makers at the customer's.

We have designed three training modules with the aim of enabling the technicians to change their behavior and to acquire the knowledge required for this extended task. Our customers particularly benefit from the proven offerings for consultants and salespersons in service- and project-oriented companies.



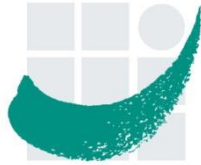
Which skills do service technicians need to persuade the customer in favor of a win-win change?

1. ASSISTANCE IN DEVELOPING THE RIGHT ATTITUDE EXKLUSIVITÄT: TECHNOLOGIE

Objective of this training day is to make the service technicians aware of the changed customer needs and to map the own need for change in a personal career- respectively development plan by means of the BENEFIT role model for service technicians. Main topics are:

- Customer needs yesterday/today/tomorrow
- Customer service in the change of time
- Technician types and role models
- Buyer types, values and expectations
- Behavior in critical situations
- Dealing with conflicts of objectives





2. DEALING WITH CUSTOMERS AS A SALES-ACTIVE EXPERIENCE

In this training the service technicians are taught important elements of sales psychology in order to enable them to consciously control the customer service activities in a win-win-oriented manner, particularly in difficult situations. The main topics are:

- Consolidation of the personality typology
- Customer type-specific control of behavior and communication
- Work on a practical example, incl. role plays

3. STIMULATING ADDED VALUE-ORIENTED CHANGE

After the first two days of training, the basis is laid for teaching the service technicians on the 3rd training day how to successfully address the customer with regard to order-generating changes. The following knowledge will be imparted:

- Qualification of an identified optimization opportunity in terms of relevance and added value for the customer
- ‚Small talk‘ as a means of relationship building
- Technology for sales-effective negotiation
- Addressing and ‚visualization‘ of the potential for improvement
- Preparation and realization of an advisory- and sales talk which produces change, incl. role plays based on a practical example

BENEFIT: NEW SKILLS RESULT IN ADDITIONAL SALES AND FAST ROI

The training course BENEFIT CustomerChamp® enables service technicians to broaden their horizon and to consciously position themselves in the future-oriented role model. This change in behavior fosters a work attitude which is broadened to include an added value-oriented customer service beside the traditional ‚machine maintenance focus‘; an attitude which helps to generate additional sales. The management of the technical customer service obtains clarity about the attitude of the service technicians with regard to the extended requirements; this in turn permits a targeted development of the correspondingly talented technicians and a development of the service organization into an important sales channel.

CUSTOMER REFERENCE: HEWLETT-PACKARD SWITZERLAND

„Within the scope of this training I have been able to gain a whole new understanding of my customers/types. This allows me to respond to them better in my daily work, to initiate changes more easily and to thus consciously achieve win-win solutions. Thus, I have substantially less stress with a significantly improved ratio of revenue and expense.“
Daniel Wagner, System Engineer Educational Services