

The launch of new products – Impact Training



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Maximizing the results in the launch of new products

Target:

Proposing new products or services with qualitative or technological innovations, obtaining immediate quantifiable results

Beneficiaries: Sales reps, Key Account Manager, sales engineers

Program:

- The Markets-Products Matrix
- The life cycle of a product
- The sales objectives of the new product or service
- Why only 10% of new product launches are successful
- Planning and measurement of performance related to the launch of a new products
- Product Analysis: Technical Features, Advantages and Benefits for the customer
- Market analysis
- Identification of target customers
- Analysis of competing products
- Our sales and technical plus and minus
- The preparation of the sales interview
- The phase of Analysis of the needs resolvable with the new product
- The Argumentation phase of the new product's solutions
- The Objections handling
- The Negotiation phase
- Closing the deal

During the seminar, participants will take part in individual and group exercises and simulations on the real and current market situation.