

VALUE BASED SELLING

Bengt Gejrot



Bengt Gejrot is an enthusiast with a passion for developing people to their full potential. For 20 years, he has lectured and inspired 10,000's of people, and he also leads programs designed to enhance communication skills. No matter where you are in an organization, there is a need to build confidence. Bengt Gejrot has a burning passion to see people develop to their fullest potential. For 20 years, he has lectured and inspired more than 10,000 people. Bengt also conducts training-courses aimed at increasing companies' focus on creating value for the customer. No matter where you are in the organization, there is a need to think about customer value. Bengt challenges us to "Shut up and listen". In other words: stop talking about things that give the customer minimal value and instead, get more curious about the customer's needs and reality, so you can present and talk about what interests the customer and what actually adds real value. There will be more fun and more profits for everyone involved, both for you and most of all for your customer.

The goals of the lecture

- Understanding of the difference of selling yesterday, today and tomorrow
- Why and how to add value to every step through the sales process
- To move from product sales to value based sales

Coaching questions

1. What does the service / product you represent for properties have?
2. What are the benefits of using your service / product?
3. Give as many ex. as possible on what values these benefits give the customers?
4. What questions can you ask the customer to be able to accurately explain what values your service / products create for the customer?