



Customer-oriented service products

...increase sales and customer retention with customer-oriented service products

Customer expectations concerning the service of machine manufacturers are constantly growing. New trends and digital technologies will influence the service of the future. The following questions will become more important: Who are our service customers? What additional service products do they expect in the future? How should be the sales and marketing approach for the services? How should a customer-oriented development of existing and future service products look like? In the seminar you will get practical solutions for these and other questions.

Contents:

- The service product development process
- Conception and implementation of customer-oriented service products
- Identification of relevant target groups and their service expectations
- Development of an attractive service product portfolio
- Establishment of new digital service products and solutions
- Successful pricing and marketing of the service product portfolio

Your benefits:

In the seminar you will learn, how to...

- determine the needs and expectations of your service customers
- increase service sales with customer-oriented service products
- optimise your service product portfolio
- generate ideas for new service products
- systematically develop and market service products

Target group:

Service managers, service product managers, marketing and sales responsables

IMPULS - Learn from the pioneer and market leader in service consulting!
Benefit from our excellent service know-how and experience from over 350 successful after sales service projects and several thousand training participants.