

**“What for”- Elective Integration Course in Applied Management & Leadership**

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## **Winning the Customer**

**Code: M3603**

### *Understanding key elements of getting the order*

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#### **Course objectives:**

BSL’s elective course in Winning the Customer will equip you with a clear understanding and concrete tools to get inside the head of the customer to determine ‘what makes them tick’ in order to be able to fully satisfy them. The course covers:

- The selling process
- Technical, semi-technical and psychological needs of a customer
- Interactions within a decision making unit
- The salesperson’s job
- Sales development and maintenance
- Setting and negotiating prices
- Closing the deal and getting the order

#### **Dr. Trevor J. Johnson**

##### **Senior Professor**

After serving as Dean of Business School Lausanne from 1994-2008, Dr. Trevor Johnson remains dedicated to business education using his business background to provide practical knowledge in BSL’s elective course, Winning the Customer. Since 1991, Johnson has successfully operated a consultancy dedicated to the creation of marketing communications’ texts. Prior to this, Johnson acquired extensive experience with leading manufacturers of laboratory scientific instruments in England and Switzerland. Working for ARL (Applied Research Laboratories) Kontron, and Pye Unicam, Johnson held several positions including Business Manager, Product Manager and Export Area Manager.

Johnson earned an M.Sc. and Ph.D in Chemistry from the University of East Anglia in England. A British citizen, Johnson was elected as an Associate Member of the Royal Institute of Chemistry.

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#### **Additional Information:**

**Course Module:** 26.5 hours in which there are 21.5 course hours and 5 hours of teamwork  
10 hours of pre-course work due 1 week prior to course start.  
20 hours of post-course work due 2 weeks after course completion.  
*This course includes a 6 hour individual reading requirement.*

**Dates:** See calendar

**Winning the Customer** is an elective integration course which may be taken at anytime after completing the foundation part the BSL MBA program. In order to complete the integration part, you need to successfully finish a total of 6 “What for” courses, including 3 electives.

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#### **Course Benefits**

Relevant to current business practices, BSL’s MBA level courses are designed to enable participants to apply new insights and business skills through teamwork and interactive learning in a multicultural environment.