

## Marketing Seminar - Management Training

# Winning the Customer

# 3 days

*Understanding the key elements of getting the order*

### Who should attend:

Professionals and managers who are, or will soon be, dealing with customers.

### Seminar Objectives:

BSL's seminar 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.

### Related Seminars:

- Competitive Positioning
- Innovation & Creativity in Business
- Marketing Essentials

### Seminar Fees: CHF 2'800.-

*This fee includes:*

- Registration
- Course materials & books
- Catering, light lunches and dinners

### Useful information:

*This seminar includes a commitment to 10 hours of pre-work and 20 hours of post-assignment.*

### Pre-requisites:

- A solid understanding of business, obtained through management training courses or relevant professional work experience.
- Fluency in English.

### Duration

- Thursday: 8:30 – 21:00
- Friday: 8:30 – 21:00
- Saturday: 8:30 – 14:00

### Benefits:

In BSL's management training seminars, you will apply new insights in a multicultural environment through teamwork and interactive learning. You will walk away with skills that you can apply to your job and will obtain university level MBA credits that can be accumulated for CAS certification.