

Kalanduse teabekeskus

"Tooteturundus ja -müük
e-keskkonnas"

2021

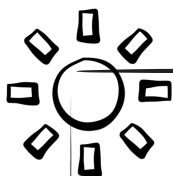


TRENDLINE 

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Tere tulemast!



Nimi:

Pane nimi harjutusvihikusse ja
tee julgelt märkmeid!




Me ei ole keegi targem,
kui me kõik kokku!

- Müügirotsessi ülesehitus
- Kuidas jõuda kliendini erinevates meediaväljundites
- Kogemuste vahetamine



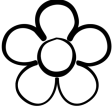


Kliendikeskne müük - kuidas ja miks?

Hea müügitöötaja 3 tegurit



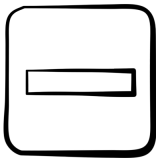
Kellele kasulik?



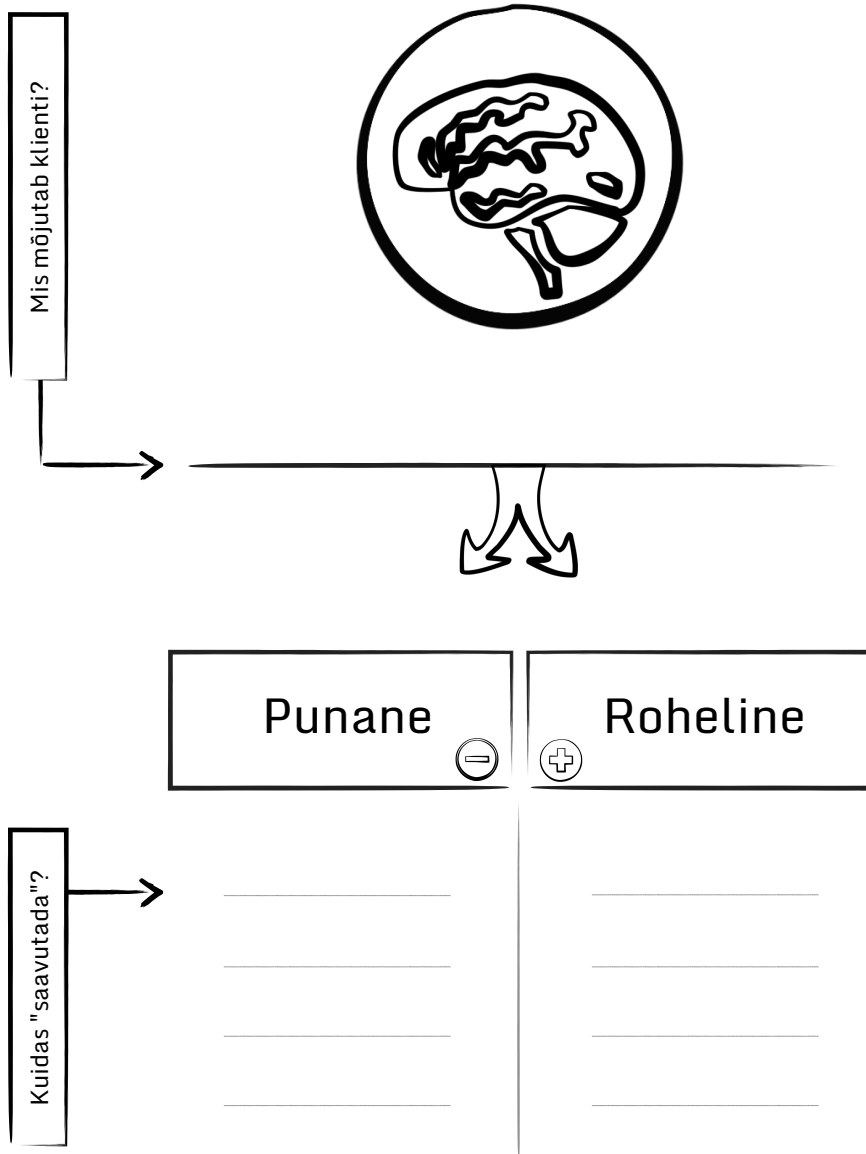
Müük e-kanalites?

Nõrkused ...

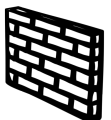
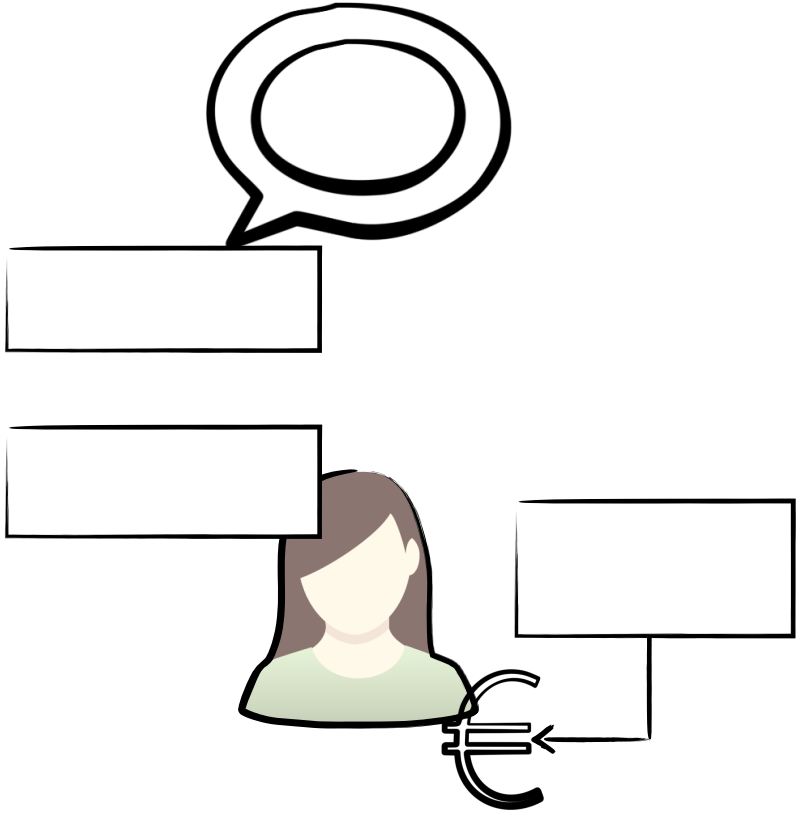
Tugevused ...



Kliendi hoiak ja minu müügitöö?

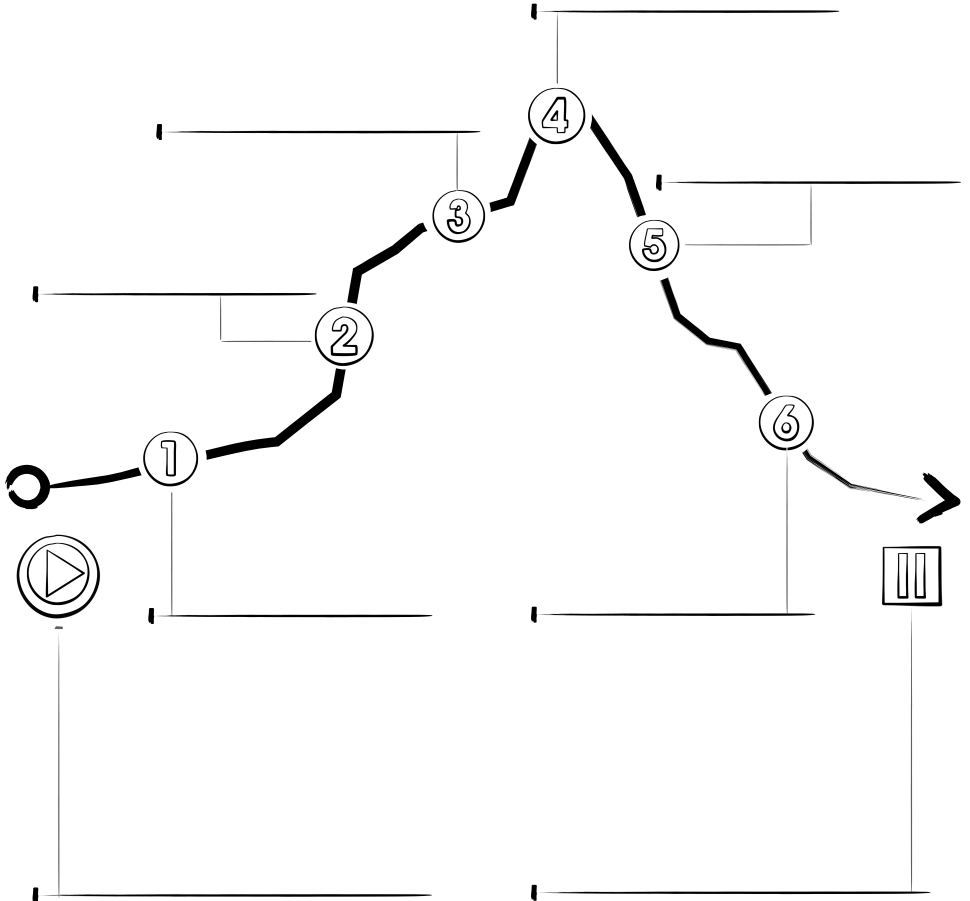


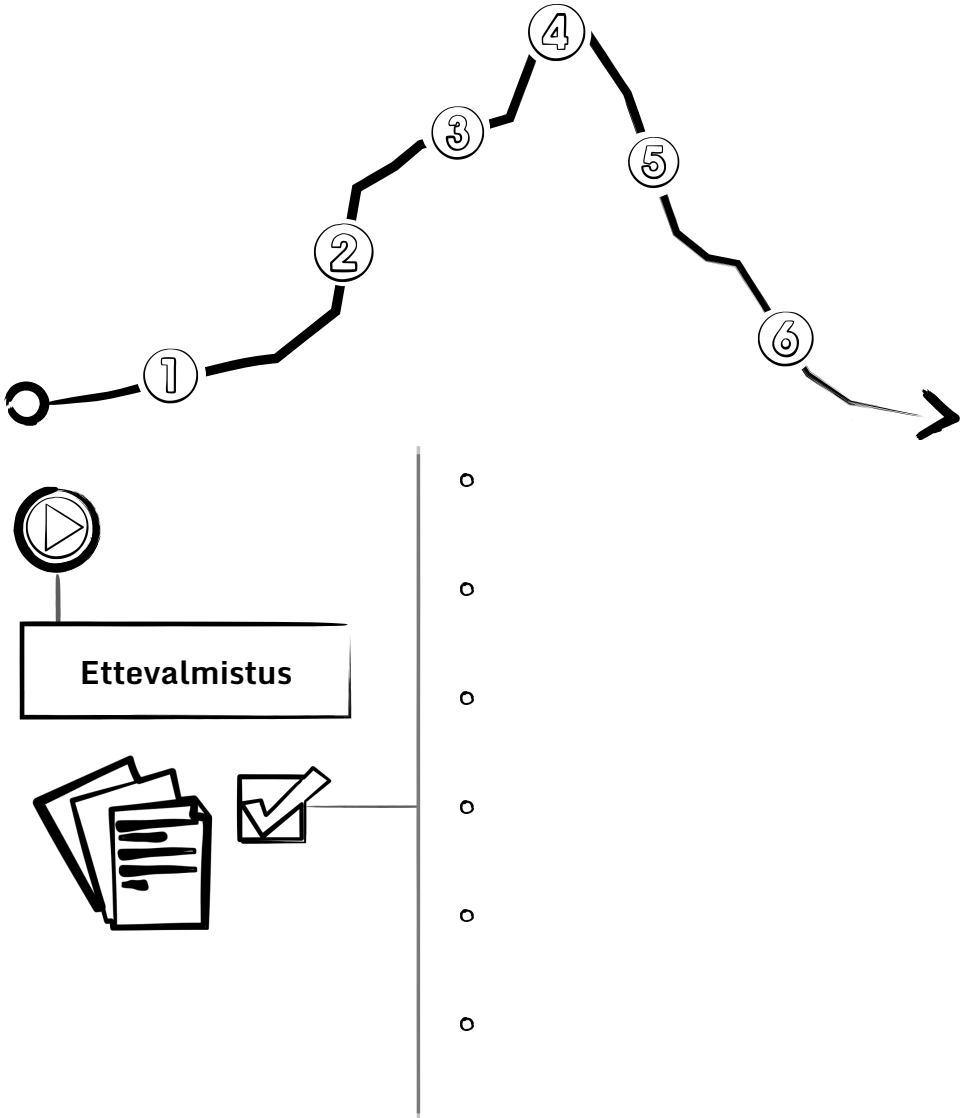
Turundamise 2 olulist fookust

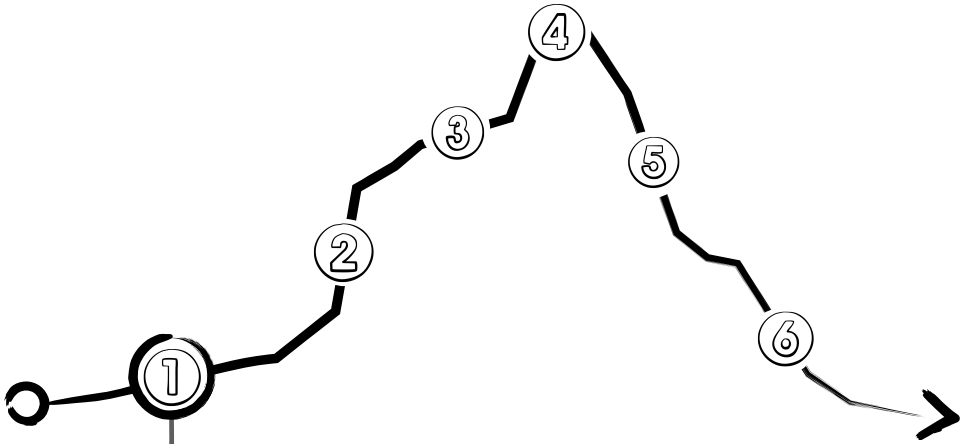




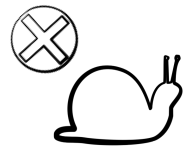
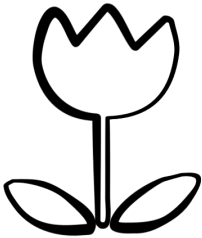
Kliendikeskne müük



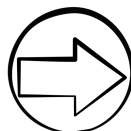
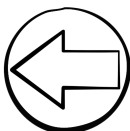
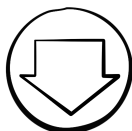
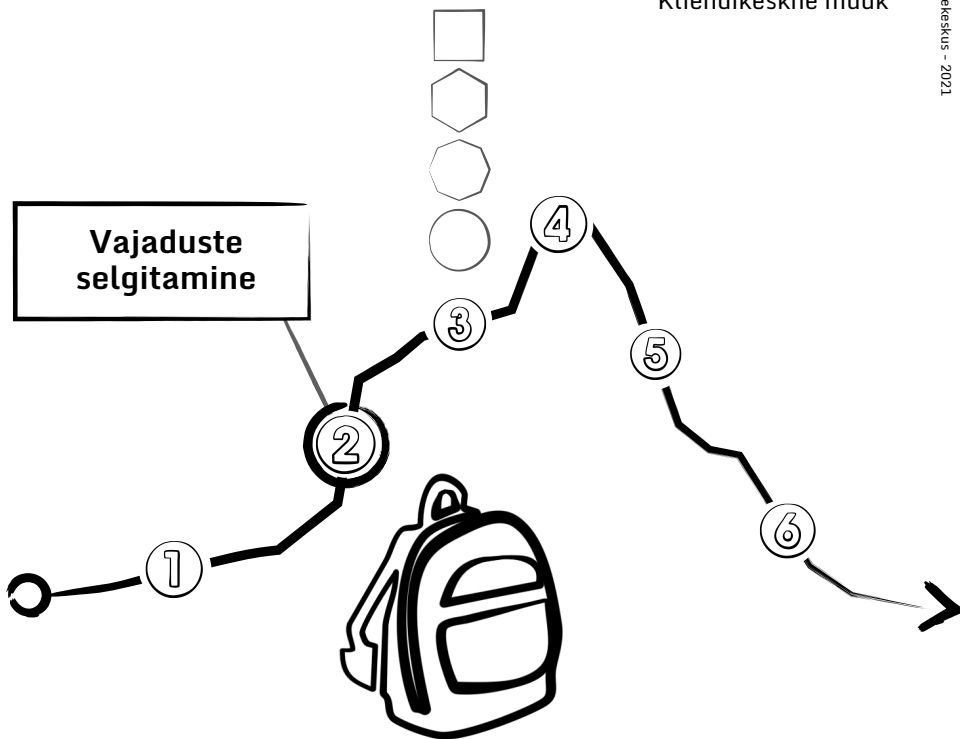




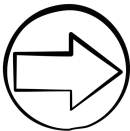
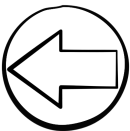
**Kontakti
alustamine**



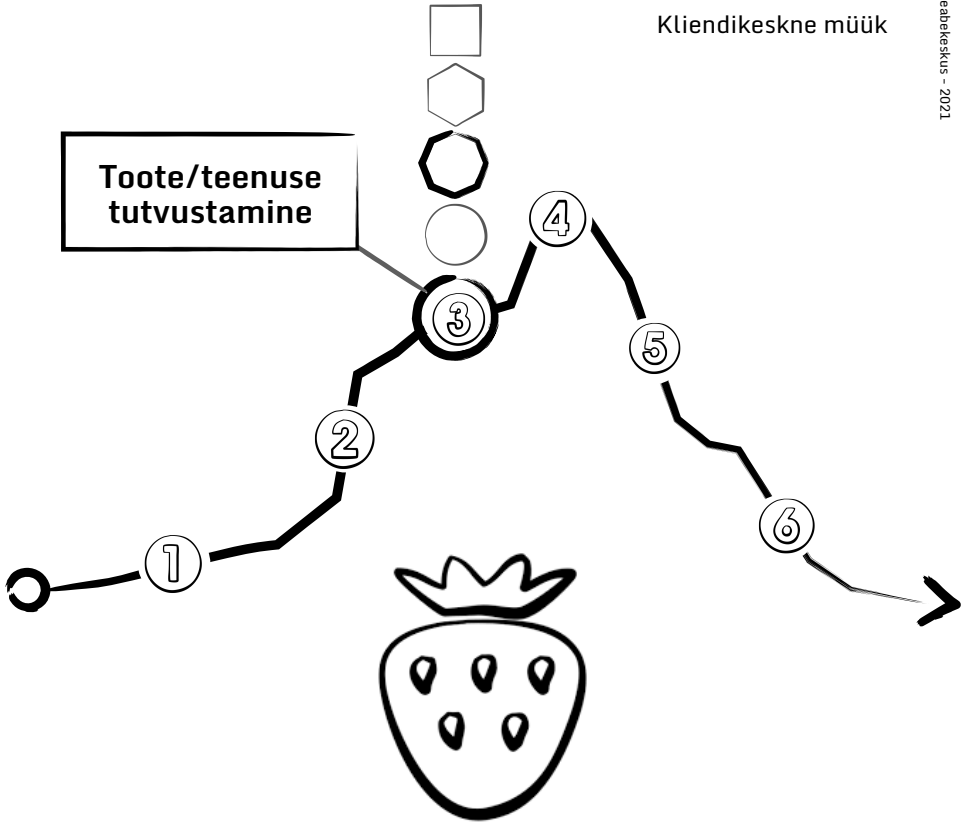
Kliendikeskne müük



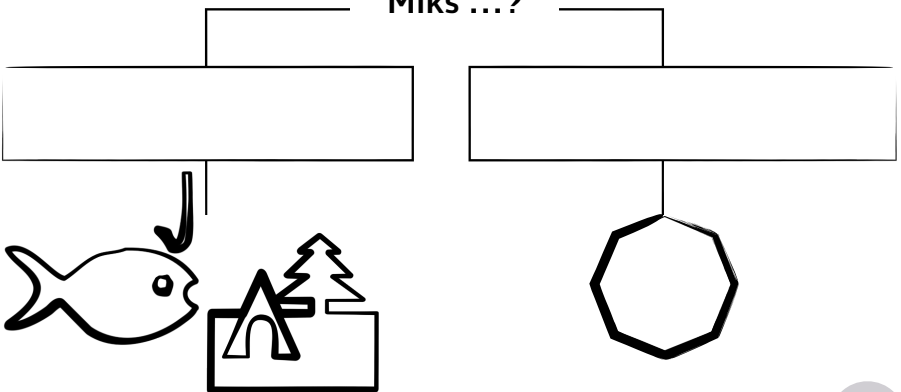
Kliendikeskne müük

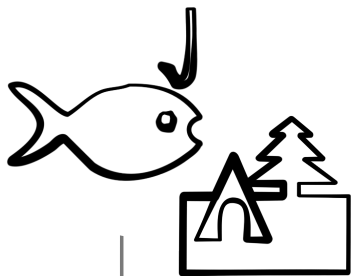


Kliendikeskne müük



Miks ...?



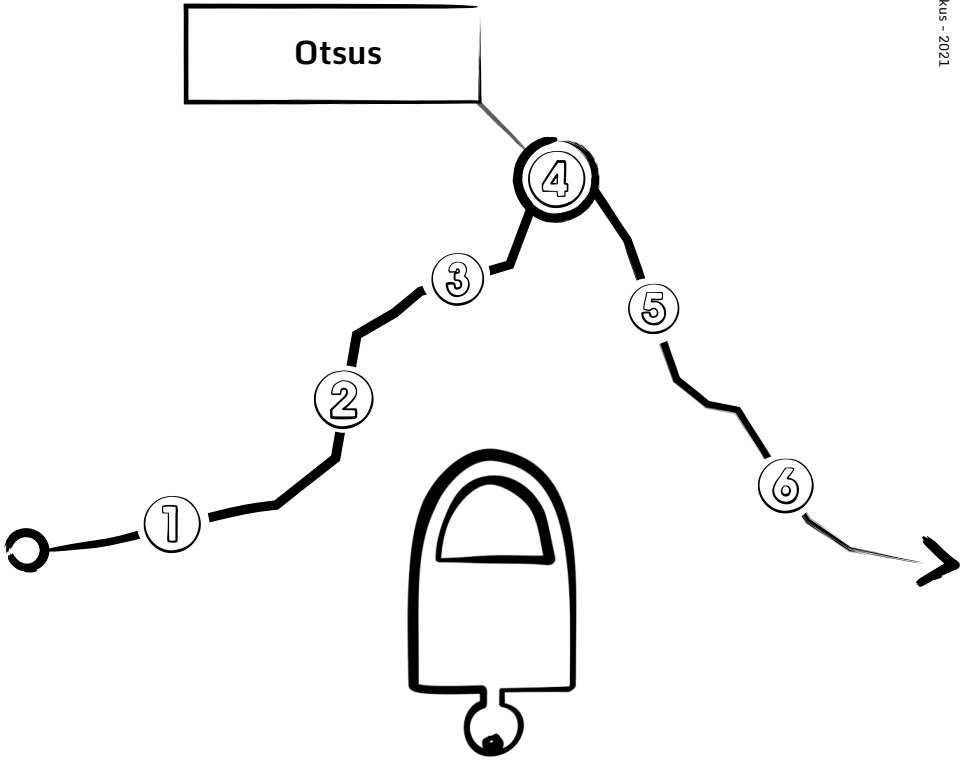


Unikaalsus

Tugevus

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Minu müügiargumendid

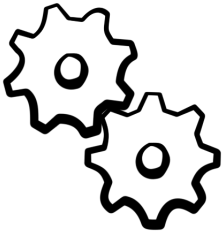
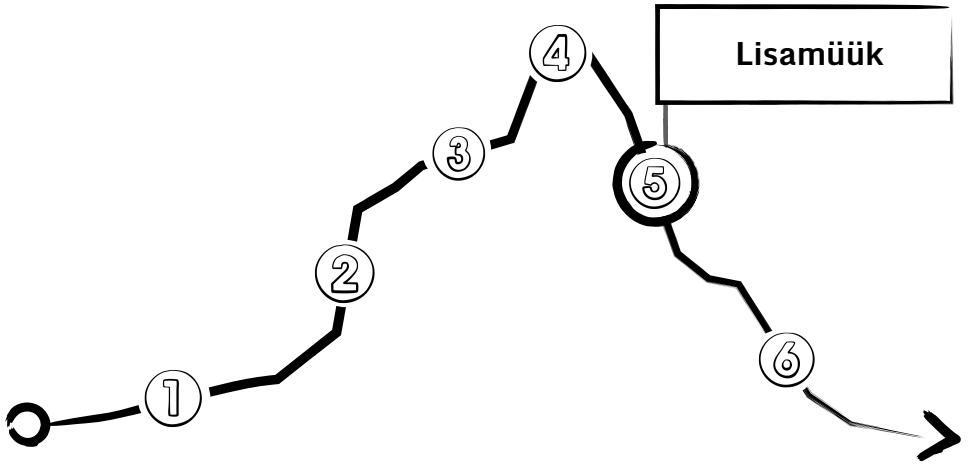


"Kas ...?"

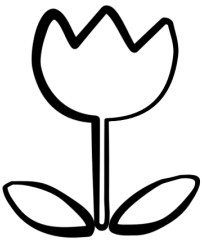
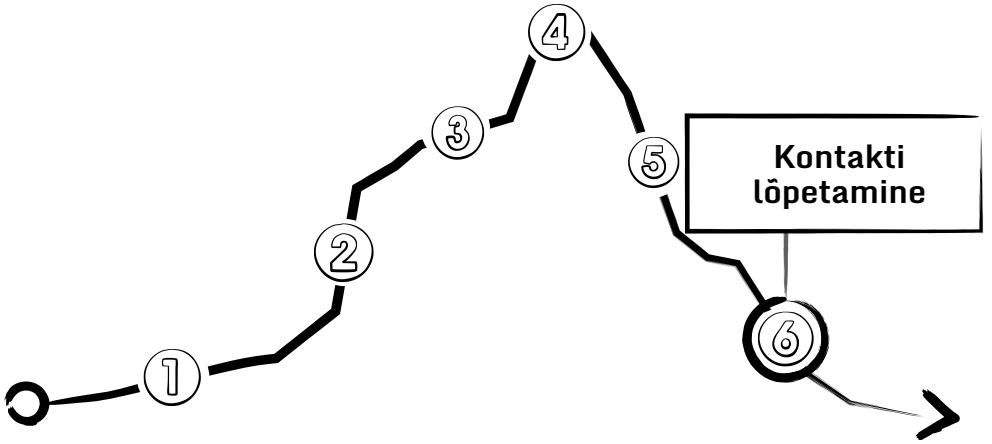
A

B

Kliendikeskne müük



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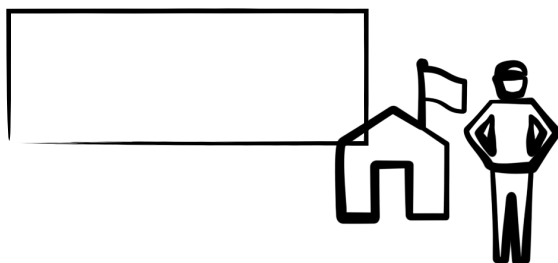
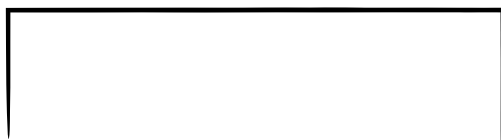


Müügiprotsessi loogika e-keskkonnas. Kas oled "e-olemas"?

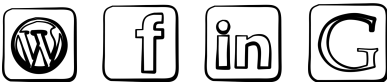
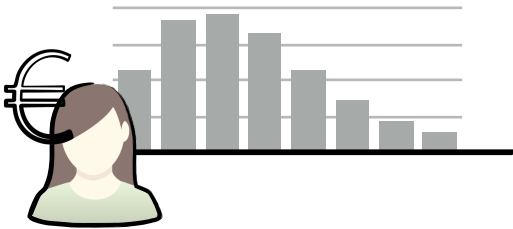
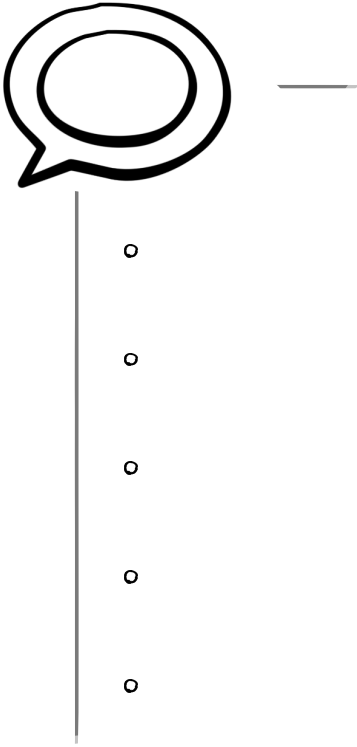




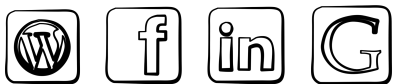
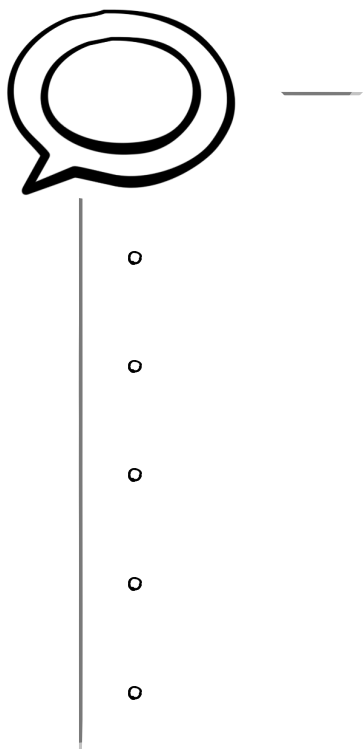
E-turunduse erinevad eesmärgid:



Räägi lugu!



Räägi lugu!



Mina ja müügisuhtlus?

Jätkan ...

Arendan ...

Miks on vaja olla kliendikeskse hoiakuga?

① _____ ootab

② _____ nõuab

③ _____ äritulemuse alus

“See, mis pärast
TIME OUT’i toimuma
hakkab pannakse paika
pausi ajal!”

Eero Palm, Trendline



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Jälgi: www.facebook.com/trendline.eesti

