



Bengt Gejrot

Value Based Selling

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 goal of this lecture

- Increased ability to understand customer needs to offer maximum customer value.
- The ability to turn value-based sales into their own product/service and use this ability when meeting with the customer.

Insikt - Coaching questions

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