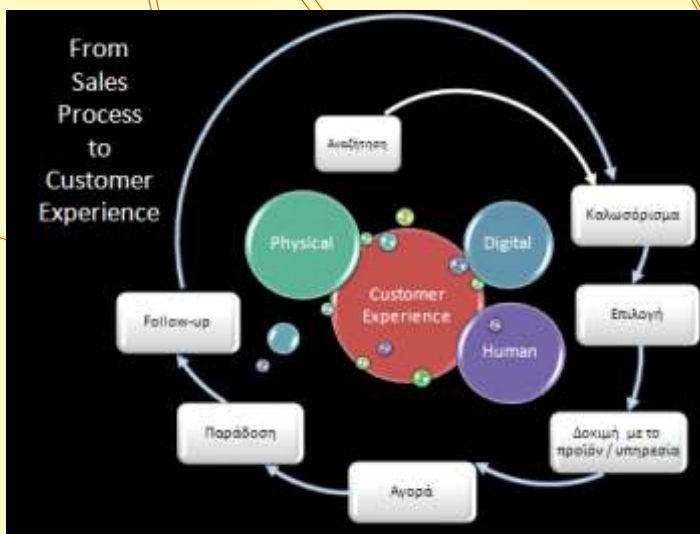




Experience Based Selling

“Customers are no longer buying products and services – they are buying experiences delivered via the products and services.”



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• Digitalization

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②

• Marketing - Experience Marketing

• Branding

1-

2-

3-

4-

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1-

2-

3-

4-

③

• Brand Behavior

1- H

2- Customer Touchpoints

3- Physical vs Digital Touchpoints

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• Managing Customer Experiences

1- n shop

2- Online

3-

4-

• Coaching Sales Performance

④

• Case Study

1-

2- 2

"There isn't anything for free. The moment something is free, you are the product."

Höttges, CEO of Deutsche Telekom

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toolbox

sales managers,

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case studies

workshop: 12

"Digital means flow: data flow, information flow, knowledge flow, and mind flow."

Pearl Zhu, Digital Master