

 **ABB**
ՀԱՅԲԻԶՆԵՍԲԱՆԿ
ARMBUSINESSBANK



**«ՀԱՅԲԻԶՆԵՍԲԱՆԿ» ՓԲԸ աշխատակիցները մասնակցեցին
գերմանացի փորձագետ Իլոնա Գրոսի կողմից անցկացվող
«Հաղորդակցման հմտություններ» թեմայով վերապատրաստման
դասընթացին
3-11 ապրիլ 2017թ.**









































SUBJECT TOPIC

SMALL TACK!

Core message

Advantage - Value - Positive - possibility
My goal is...

CORE MESSAGE optional

CORE MESSAGE

APPEAL

3 Arguments:

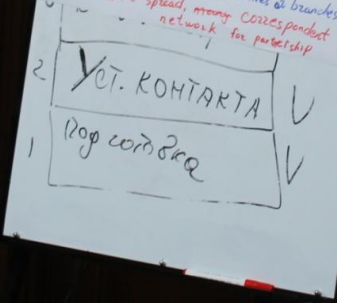
- to set it on the end
-





Provocations & difficult questions (from the client / from the empl.)

- ① Client says: "The other bank has got much more better conditions"
ABB-Consultant: e.g. "Maybe... but: the most important thing is the quality of the products"
- ② Employee says: "The salary level in another bank is higher"
ABB-Employee: e.g. "We have high reputation and perspective here. We have international relations. You don't have representatives or branches in another bank"
- ③ Client says: "You don't have international relations"
ABB: "We have write-spread, many correspondent network for partnership"







Provocations
& difficult questions
(from the client / from the empl.)

- ① Client says: "The other bank has got much more better conditions"
ABB-consultant: e.g. "Maybe... but: the most important thing is the quality of the product"
- ② Employee says: "The salary level is higher in another bank"
ABB-Employee: e.g. "We have high reputation"
- ③ Client says: "You don't have international relations"
ABB: "We have strong strategy and perspective"
You don't have representatives or branches
ABB: "We have wide-spread, strong correspondent network for partnership"

