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+ practice

Understanding customer needs

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Whether in freight traffic, depots, the area of financing and insurance or the provision of personnel services and railway vehicles: Business-to-Business-Selling (B2B) prevails in the railway industry. Additionally, railway workshops are increasing their use of modern sales structures when marketing their workshop services.

- But what is really important when it comes to B2B-Selling?
- What must a sales representative keep in mind in order to be successful?

This cover story describes on two examples how B2B really works.