

# BILSTEIN-Academy virtual e- training 2021:

## “BILSTEIN suspension technology”

### Additional business with the full Bilstein product range

### Virtual training – Suspension technology for professionals.

Target group, customer expectation, sales argumentation, Bilstein product range

#### Training content

We will briefly explain the design and function of the shock absorbers.

You will learn everything about the BILSTEIN product range (BILSTEIN B1-B16 incl. Evo and Clubsport) and gain product-specific knowledge including the special applications.

Identifying the target group, customer expectations and sales arguments complete the programme.

#### Benefit

After this training course on the BILSTEIN product range, you will be fit for your everyday work and for dealing with Bilstein brand suspensions, shock absorbers and suspension parts.

By determining the customer’s expectations and the correct allocation of the respective Bilstein product, you will be able to provide the workshop customer with the appropriate offer. Professional competence through customer advice is the goal.

#### Why virtual BILSTEIN ACADEMY training?

You can attend the training from any location. For example, simply make a “workshop evening” / “training day”, from home!

#### Requirements

Computer with Internet connection, microphone, loudspeaker  
(Webcam is not required)

Access data will be sent after registration

#### Session data:

Theory in the virtual classroom  
of the BILSTEIN ACADEMY

Duration: approx. 1 hour

#### Level: basic knowledge

For all mechanics and master mechanics who carry out suspension repairs and for employees from the parts trade.

