

## „Wie bitte?“ Neue Herausforderungen im Verkauf

Die Lebensmittelakademie über die Kunst, hinter der Theke richtig erfolgreich zu sein.



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5i Z'XUg' K ]Y`V]hhY3'g]bX`X]Y`a Y]ghYb'j cb'i bg'VY]a `J Yf\_Ui ZYb  
cXYf'9]b\_Ui ZYb`VYgh]a a h'gWxcb`\Äi Z[ `[ Yghc»Ybž'XU`Yg'j cf  
U`Ya `Ui Z[ fi bX`XYg`HfU[ Ybg`XYf`A Ug\_Y`Y]W`h'ni  
J Yfgh`AbXb]gdfcV`Ya Yb`\_ca a Yb`\_Ubb"'8 Ug'9]b!`i bX`J Yf\_Ui ZYb  
j cb`@YVYbga ]hhY`b`\Uh'g]W`]b`XYb`YmhYb`A cbUhYb'j Ò`][  
j Yf`AbXYfh"'8 Ug'[ YgUa hY`J Yf\_Ui Zg[ YgW`Y\Yb`]gh`Y]b`BYi Yg  
[ Yk cfXYb"'8]b[ Y`XYg`U`hÄ[ `]W`Yb`@YVYbgž'X]Y`ni j cf  
gY`Vghj Yfgh`AbX`]W`k UfYbž'g]bX`Yg'd`Öh`]W`b]W`h'a Y`f"'8i fW`XUg  
HfU[ Yb`XYf`A Ug\_Y`k ]fX`XYf`?i bXYb`cbhU`h`YfgW`k Yfh"'8]Y`A ]a ]\_  
U`Yf`6YhY`][ hYb`]gh`Ui ZY]ba U` `gc`gW`Y]bh`Yg`ni a ]bXYgh`

i bg]W\hVUf "': Øf'j ]Y`Y`]gh`XUg`HfU[ Yb`XYf`A Ug\_Y`Ui W\`ni`Y]bYf  
6Y`Ughi b[ gdfcVY`[ Yk cfXYb`i bX`Yg`[ ]hž`a Ò[ `]W\gh`gYbg]VY`XUa ]h  
i a ni [ Y\Yb`"5i Z`k Ug`]gh`U`gc`VYgcbXYfg`ni`UW\hYb`VY]a`JYf\_Ui Z  
a ]h`XYf`A Ug\_Y3

K Ug`a i gg`]W\`hi bž`XUa ]h`]W\`gc`k U\`f[ Ybca`a Yb`k YfXYž`k ]Y`]W\  
a ÒW\hY3

## DUbXYa ]gW\Y`J Yf\_Ui ZgghfUhY[ ]Yb

8]YgYg`bYi Y`JYf\_Ui Zg[ YgW\Y\Yb`Vf]b[ h`Ui W\`a Ò[ `]W\Y`?cbZ`\_hY  
a ]h`]W\`"B]W\h`bi f`ZØf`X]Y`JYf\_Äi ZYf]bbYb`i bX`JYf\_Äi ZYfž  
gcbXYfb`Ui W\`ZØf`X]Y`': Ø\`fi b[ g\_f`ÄZhY`]gh`X]YgY`bYi Y`G]hi Uh]cb  
Y]bY`<YfUi gZcfXYfi b[ "9g`[ ]hž`XUg`HYUa`Ui W\`]b`X]YgYb`NY]hYb  
VYgha Ò[ `]W\`ni`i bhYfghØhnYb`i bX`Ui ZXUg`U``[ Ya`Y]bY  
K c\`VYZ]bXYb`UW\hni [ YVYb`"K Ug`]gh`ni`hi bž`XUa ]h`a Ò[ `]W\gh`U``Y  
6YXØfZb]ggY`YfZØ``h`k YfXYb3`K Ug`VfUi W\Yb`k ]f`U`g`HYUa ž`i a`[ i h  
Xi fW\`gW`k ]Yf][ Y`NY]hYb`ni`\_ca`a Yb3

5i W\`X]Y`?cbgi a Ybh]bbYb`i bX`?cbgi a YbhYb`gd]Y`Yb`Y]bY  
YbhgW\Y]XYbXY`GW\`ØggY`fc``Y`"9g`[ Y\`h] cf`U``Ya`XUfi a ž`g]Y  
UVni`c`Yb`"

; YfUXY`]b`NY]hYb`XYf`i bg]W\Yf\Y]h`[ ]h`Ygž`Xi fW\`XUg`YW\hY  
<UbXk Yf\_ž`k Y`W\Yg`i bgYfY`<UbXk Yf\_gVYhf]YVY``]YZYfbž  
JYfhfUi Yb`Ui Zni VUi Yb`"8]Y`?cbgi a Ybh]bbYb`i bX`?cbgi a YbhYb  
gY\`bYb`g]W\`bUW\`G]W\Yf\Y]hž`E i U`]hÄ`hi bX`XYb`; Yg]W\hYfb`\]bhYf  
XYb`DfcXi`\_hYb`"i bX`[ YbUi`\_\Yf``]Y[ h`Ui W\`X]Y`7\UbW\`ÄfYf  
k i bXYfj c``Yb`6Yhf]YVY`°`A ]h`i bgYfYa`?i fg`]a`5df`]`JYf\_Ui ZYb`]b  
NY]hYb`XYf`DUbXYa ]Y`k c``Yb`k ]f`ÄbYb`Ui ZU``X]Y`': fU[ Yb  
5b`h`cfhYb`[ YVYb`i bX`YbhghUbXYbY`DfcV`Ya`Y`VYgha Ò[ `]W\  
[ Ya`Y]bgUa``ÖgYb`"5VYf`b]W\h`bi f`i bgYf`?i fgž`gcbXYfb`Ui W\  
i bgYfY`7cUW\]b[ g`i bX`Äb`ci gY!GW`i`i b[ Yb`ZØf`ÄfYb`[ YgUa`hYb  
6Yhf]YV`\_ÖbbYb`ÄbYb`]b`gc`W\Yb`5b`]Y[ Yb`k Y]hYf\Y`ZYb`"

BÄ\YfY`bZcfa Uh]cbYb`XUfØVYf'i bX`ni`U``i bgYfYb`UbXYfYb  
?i fgYb`Yf\U`hYb`G]Y`Ui Z`XYf`<ca YdU[ Y`XYf  
@YVYbga ]hhY`U\_UXYa ]Y`i bhYf.`k k k "@A 5\_UXYa ]Y"Uh`cXYf`a ]hhY`g  
X]fY\_hYf`?cbhU\_hUi ZbU\`a Y`i bhYf`\$) `-\$`-\$ \$# \*' ( `cXYf`dYf`A U`  
i bhYf`@A !5\_UXYa ]Y4 k \_c"Uh

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6Ygi W\Yb`G]Y`i bg`Ui Z.`ZY]gW\i bXWc"Uh