

## „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`\Ai Z][`[ Yghc» Ybž`XU`Yg`j cf  
U``Ya`Ui Z[ fi bX`XYg`HfU[ Ybg`XYf`A Ug\_Y``Y]WX h`ni  
J YfghÀbXb]gdfcV`Ya Yb`\_ca a Yb`\_Ubb"8Ug`9]b!`i bX`J Yf\_Ui ZYb  
j cb`@VYbga ]hhY`b`\Uh'g]WX`]b`XYb`YhnhYb`A c bUhYb`j Ø``][  
j YfÀbXYfh"8Ug`[ YgUa hY`J Yf\_Ui Zg[ YgWX Y\Yb`]gh`Y]b`B Yi Yg  
[ Yk cfXYb"8]b[ Y`XYg`U``hÀ`]WX Yb`@VYb gž`X]Y`ni j cf  
gY`Vghj YfghÀbX`]WX`k UfYbž`g]bX`Yg`d`Øhn`]WX`b]WX h`a Y\f"8i fWX`XUg  
HfU[ Yb`XYf`A Ug\_Y`k ]fX`XYf`?i bXYb\_cbhU\_h`YfgWX k Yfh"8]Y`A ]a`\_  
U``Yf`6YhY`][ hYb`]gh`Ui Z`Y]ba U```gc`gWX Y]bh`Yg`ni a ]bXYgh`

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

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

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

8]YgYg`bYi Y`J Yf\_Ui Zg[ YgWX Y\Yb`Vf]b[ h`Ui WX`a Ø[ `]WX Y`?cbZ]\_hY  
a ]h`g]WX "B]WX h`bi f`ZØf`X]Y`J Yf\_Ai ZYf]bbYb`i bX`J Yf\_Ai ZYfž  
gcbXYfb`Ui WX`ZØf`X]Y`Ø\fi b[ g\_fAžhY`]gh`X]YgY`bYi Y`G]hi Uh]cb  
Y]bY`<YfUi gZcfXYfi b[ "9g`[ `]hž`XUg`HYUa`Ui WX`]b`X]YgYb`NY]hYb  
VYgha Ø[ `]WX`ni`i bhYfghØhnYb`i bX`Ui ZXUg`U`[ Ya`Y]bY  
K c\`VYZ]bXYb`UWX hmi [ YVYb"K Ug`]ghni`hi bž`XUa ]h`a Ø[ `]WX gh`U`Y  
6YXØfZb]ggY`YfZØ`h`k YfXYb3`K Ug`VfUi WX`Yb`k ]f`U`g`HYUa ž`i a`[ i h  
Xi fWX`gWX k`]Yf][ Y`NY]hYb`ni`\_ca a`Yb3

5i WX`X]Y`?cbgi a`Ybh]bbYb`i bX`?cbgi a`YbhYb`gd]Y`Yb`Y]bY  
YbhgWX Y]XYbXY`GWX`ØggY`fc`Y`9g`[ Y\hj`cf`U`Ya`XUfi a`ž`g]Y  
UVni \c`Yb"

; YfUXY`]b`NY]hYb`XYf`I`bg]WX Yf\Y]h`[ `]h`Ygž`Xi`fWX`XUg`YWX hY  
<UbXk`Yf\_ž`k`Y`WX`Yg`i`bgYfY`<UbXk`Yf\_gVYhf]YYV`]YZYfbž  
J`YfhfUi`Yb`Ui`Zni`VUi`Yb"8]Y`?cbgi a`Ybh]bbYb`i`bX`?cbgi a`YbhYb  
gY\`bYb`g]WX`bUWX`G]WX`Yf\Y]hž`E`i`U`]hAh`i`bX`XYb`;`Yg]WX`hYfb`\`]b`hYf  
XYb`DfcXi`\_hYb"1`bX`[`YbUi`\`]Yf`]Y`[`h`Ui`WX`X]Y`7\`UbWX`\`fYf  
k`i`bXYfj`c`Yb`6Yhf]YYV`A`]h`i`bgYfYa`?i`fg`]a`5df`J`Yf\_Ui`ZYb`]b  
NY]hYb`XYf`DUbXYa`]Y`k`c`Yb`k`]f`\`bYb`Ui`ZU`X]Y`fU[`Yb  
5bhk`cfhYb`[`YVYb`i`bX`YbhghUb`XYb`Y`DfcV`Ya`Y`VYgha`Ø[ `]WX  
[`Ya`Y]bgUa`ØgYb`5VYf`b]WX`h`bi`f`i`bgYf`?i`fgž`gcbXYfb`Ui`WX  
i`bgYfY`7cUWX`b[`g`i`bX`\`ci`gY!`GWX`i`i`b[`Yb`ZØf`\`fYb`[`YgUa`hYb  
6Yhf]YY`\_ØbbYb`\`bYb`]b`gc`WX`Yb`5b`]Y`[`Yb`k`Y]hYf\Y`ZYb"

BÀ\YfY'≠Zcfa 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

6Ygi WXYb'G]Y'i bg'Ui Z.'ZY]gW i bXW"Uh