

Seminar

Easy selling! How to master all phases of a professional sales negotiation

Abstract

Who is engaged in sales, has chosen one of the most interesting and diverse professions, but also one of the most challenging:

- you must be able to reach out to other people,
- have charisma,
- serve existing customers and increase their loyalty,
- inspire new customers and attract them and
- master the variety of negotiation situations ... - and much more.

Concept

In this intensive seminar you will train the most basic sales techniques and negotiation strategies in numerous practical exercises. The priorities are:

- Charisma and powers of persuasion win;
- Build viable relationships with customers;
- Prepare negotiations effectively;
- Capture customer needs and awaken latent demand;
- Effective argumentation and
- closing sales.

Focus areas

Self motivation and sympathetic attitude

- Attitude and value system of successful sales persons
- Think positive, communicate positive
- Focus on the customer
- Raising awareness of own sales-driven potential

Basics of sales rhetoric

- The effect of the information and the relationship level
- Creating a positive atmosphere for discussions
- Communicate understandable and sympathetic
- Convincing customer approach

Preparing negotiations

- Set goals and plan implementation
- Negotiation preparation

Capture customer needs and requirements

- The basic buying motives
- Analysis of known and latent demand
- Identifying customer needs
- Question types and question strategies in the demand and needs analysis

Convincing argumentation

- Convincing negotiation partners with facts and logical arguments
- Demonstrate individual customer benefits



- The basic principle of objection handling
- Overcome counterarguments + purchasing obstacles effectively

Close sales negotiations successfully

- Manage price negotiations effectively
- Detect buying signals
- Using additional sales opportunities
- Closing techniques

Application in practice

- Integration of training contents into business reality

Duration

As per individual arrangement, normally 2-3 days