

## Seminar

### Price pressure? So what! How to enforce your prices!

#### Abstract

The challenges in marketing and sales have risen above average in recent years. Good social and communicative skills and strong negotiating skills have become indispensable in dealing with customers.

The focus of this seminar is the sales pitch, the personality of the seller and his development.

Each participant is given many different concrete and easily actionable tips with which he significantly will improve sales results in practice.

The target group is sales staff and marketing staff and any kind of employee with customer contact be it internal or external.

#### Concept

The special feature of all our seminars is the strong practical orientation - theoretical aspects are reduced to an absolute minimum.

#### Focus areas

- Strategic aspects of successful selling
- Professional preparation of negotiations
- How to enter negotiations
- Ways to build a sustainable relationship
- Intelligent questioning techniques and needs analysis
- Active listening on factual and personal level
- Convincing and benefit-oriented argumentation
- Handling excuses and objections
- Master price negotiations
- Recognize and use finalization signals

#### Duration

As per individual arrangement, normally 1-3 days