

e-learning



Train your negotiation skills

Clients may be lost faster than they may be won! Negotiation is a key factor of successful selling: sales meetings must be well-prepared or they may fail. This course will help you successfully prepare for client meetings or pitches and boost your negotiation skills using proven strategies.

Booking Number: **2123**

Group of participants:
Salespersons, key account managers and junior managers in sales/sales

Duration: **approx. 3 hours**

Language:  

Unit price:

€ 119,- zzgl. MwSt. | € 141,61 inkl. MwSt.

Package prices from 50 licenses on request

Learning objectives

- ✓ How to best prepare for negotiations.
- ✓ How to use a win-win strategy.
- ✓ When and how to effectively conclude a sales process and how to deal with a customer's subsequent decision.

Contents

Preparing a sales meeting

Sell solutions, not products

Getting ready to negotiate

Targeting the person who holds the pen

Work out your negotiating style

Tell stories

Understanding the mutual gains approach

Practising win-win negotiation

The power of negotiating for others

Concluding a sale

Don't lobby, ask for advice!

How to avoid haggling or positional bargaining

Avoiding price wars

Maintaining a good working relationship when negotiating

Mutual respect: a key to value creation



Information on the web

www.haufe-akademie.de/2123



Let us advise you

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