

# Excellence in Sales & Negotiation

Win the deal and keep your profit!

Are you selling products, ideas, or services to different customers? Then this seminar is for you.

Whether you are a non-sales specialist or an experienced salesperson, you will find everything here from “hello” to closing the deal. If you want your negotiations to be successful, you must assess your counterpart and be well prepared to change the game and turn the typical positional negotiation into a co-operative discussion. This program covers challenging, insightful, and results oriented sales training theory as well as practical exercises. The tools and techniques provided in this course will assist you to become better negotiators, whether there is one issue or several; two parties or many.

## Topics

- Discover your own negotiation personality
- Define and plan a successful negotiation
- How game theory works in negotiation.
- Key body language “do’s and don’ts”
- Powerful questioning techniques to increase benefits
- Common negotiation strategies (including “dirty tricks”) and what to do
- Developing your own individual sales personality
- Sales calls – getting the meeting
- Powerful Question Oriented Questioning techniques
- Confident openings, correct body language
- The PPP© presentation technique
- Managing objections/smokescreens and closing the deal
- How to win „referral/recommendation“
- business
- Realistic role-play with Feedback

## What you take away

- More self-confidence with your international customers
- Your own customized needs analysis question catalog
- Refreshing your knowledge of sales techniques
- Developing your presentation techniques

## Who should attend

Sales managers, who want to refine sales planning techniques, build leadership skills and become more powerful decision makers, motivators, communicators, coaches and counselors.

## Duration:

2-3 days

