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## COURSE DESCRIPTION

# V002 – Effective Selling Techniques

### Course goal

This course helps you to reflect on your personal fitness in sales and negotiation. You get the chance to take a sustainable step in developing the relevant skills and as result become more successful in your business.

### Main learning objectives

Upon completion of the course, you will be able to

- quickly establish a relationship with your counterpart
  - understand the customer’s needs by using specific question techniques
  - recognize important signs of body language
  - sell a product not primarily by price
  - communicate arguments regarding benefits in a customized way
  - react convincingly when facing difficult questions
  - create more commitment in the sales conversation
  - integrate important elements of negotiation into the sales conversation
  - close the deal.
- Asking effectively, arguing without defeat, informing convincingly
  - Typical traps in sales
  - Objection handling and Power Talk
  - Successful closure behaviour
  - Strategic selling: communication with decision makers in complex customer organisations
  - Induce a decision systematically
  - Positive attitude towards difficult customers
  - Partnership-oriented negotiation strategy
  - Room to negotiate
  - Solution-oriented negotiation
  - Fair and unfair tactics
  - Personal plan for development

### Participant profile

Sales personnel, managers of organizational units who supervise and implement the sales process, personnel with special contacts with sales (product managers, developers, project managers)

### Prerequisites

First experience in sales and negotiation

### Topics

- Success factors in sales and practical experiences
- Personal selling style and potential for development
- Relationship building

### Course type

This is a face-to-face class room training with min. 8 and max. 12 participants.

### Learning methods and tools

Short lectures, single and group work, role-plays with video analysis

**Laptop** or tablet is required to have access to the e-documentation. Please bring your own device.

### Duration

2 + 1 days