CHV037 – Effective Negotiation Techniques

Course goal

In many sales situations you are not directly and exclusively in contact with the end customer but the member of an account team or are a sub-supplier for a main contractor. This distance to your end customer can cause risks during the offer period or regarding your position as preferred supplier. How can you sell successfully to customers who are already very well informed? How can you detect the needs of your partner and OEMs? How can you strengthen your own profile towards the end customer? To be successful in the long run you have to satisfy the needs of all parties involved and still pursue a clear strategy.

Main learning objectives

Upon completion of the course, you will be able to

- give more weight to your role in strategic partnerships

- increase your ability to influence your partners and the decisions according to your interests

- know more about conscious and unconscious decision criteria by applying specific questions techniques and discuss your influence on the end customer

- develop solutions for difficult sales situations.

Participant profile

Team leaders, sales engineers, account managers, project engineers

Prerequisites

Several years of work experience in a sales unit

Topics

- Practical examples of complex sales situations

- Relationship building from partners to the end customer

- Techniques and approaches to get to know more about the needs of the end customer

- Strengthening your own role: from the exchangeable supplier of a product to a valuable partner

- Establish and use customized advisory skills systematically over several stages

- Real-life case studies: your role in your customer's business development

- Personal plan for development

Course type

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

Learning methods and tools

Short lectures, exercises, case studies, group work and role-plays
Laptop or tablet is required to have access to the e-documentation. Please bring your own device.

Duration

2 days