



Sales Training

Seminar objective

In today's competitive business environment, selling is one of the most crucial marketable skills. In this sales training, you will have the opportunity to learn and apply the knowledge with a practical approach to guarantee a long lasting learning effect. The course helps you to improve and master your persuasion skills to reach your sales goals, attract customers and stand out in the crowd. The goal is to prepare you to take the next step in your career.

Seminar content

Negotiation and Argumentation

- Planning and organization of negotiations in sales
- Process of sales negotiations: Welcoming, contact, information, argumentation, pricing, argumentation, closing
- Argumentation techniques

Understanding and interacting with different stakeholders

- Knowledge of human nature: The key to success in sales
- Dealing with different types of customers
- How to achieve sympathy and trust
- Transfer of positive emotions
- Increase of social competence as basis for successful sale and consulting
- Relevance of mutual respect and attention with regard to the customer
- How to optimize self-presentation
- Emotional intelligence in sales

Exploring new sales opportunities

- Applying concepts of rhetoric and techniques for asking the right questions
- Co-Creation with customers: How to achieve creative solutions?
- Pricing dialogue and ways to overcome price resistance
- Closing techniques: Techniques for successful closing
- NLP in sales (How do top sales men achieve closing?)
- The salesperson as manager of emotions and relationships

Methodology

Targeted exercises Presentation simulation Trainer-input Individual and group feedback

Target audience

The training is aimed at all those striving to become even more successful in their sales and consulting interactions

Course ref.

ENG8007

Participants

not more than 9 participants

Schedule

Day 1: 10:00 am - 5:00 pm

Day 2: 9:00 am - 4:00 pm

Location & dates

Münster

04.11.2024 – 05.11.2024

03.11.2025 – 04.11.2025

Frankfurt am Main

07.10.2024 – 08.10.2024

03.04.2025 – 04.04.2025

06.10.2025 – 07.10.2025

Amsterdam

05.09.2024 – 06.09.2024

12.06.2025 – 13.06.2025

04.09.2025 – 05.09.2025

Brussels

06.03.2025 – 07.03.2025

Fee

1.150,00 € (ex. VAT)

1.368,50 € (inc. VAT)

Price includes comprehensive training documents, coffee and tea, and lunch.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift