



Sales training

Being successful in sales

Seminar objective

In sales, you essentially contribute to increasing sales and thus to the success of your company. First and foremost, you perceive the customer's buying signals and questions. In this training, you will learn how to manage sales conversations in an even more goal-oriented way. Use proven questioning techniques to identify the motives of your customers and thereby increase your sales potential. The most important sales techniques are presented. The seminar is purely practice-oriented and conveys strategies of an effective, success-oriented sales behavior. In order to achieve top performance in sales, every salesperson must be well informed about himself and his effect on customers. The seminar offers important suggestions for this. The focus is on increasing social competence.

Seminar content

Fundamentals of successful selling:

- Empathy skills: know exactly who your customer is
- Recognize customer types and communicate accordingly
- Control your successful personal impact:
- Why is paying attention to the customer critical to buying?

Understanding the buyer:

- Arguing convincingly and negotiating successfully
- Empathy is crucial in selling
- Increasing social competence
- How to create a positive relationship with the customer
- Knowing people: the key to sales success
- Body language in sales talks

Successfully manage customer contact:

- Planning and preparing the sales conversation
- Phases of the sales talk
- Recognizing further potential
- Dealing with resistance and objections during price discussions
- Closing techniques: Ways to successfully close the deal

Professional handling of negotiating partners:

- NLP in sales: how do top salespeople advise?
- How do you create sympathy and trust?
- How can you sell yourself well?
- How do you develop creative solutions together with the customer?

Methodology

Facilitated exercise sequences Exchange of experiences and discussion Video-supported role plays External and self-analysis Conversation simulations

Target audience

Course ref.

VV5000

Participants

not more than 9 participants

Schedule

1. Day: 10:00 - 17:00
2. Day: 09:00 - 16:00

Location & dates

Münster

16.09.2024 – 17.09.2024
07.11.2024 – 08.11.2024
24.03.2025 – 25.03.2025
23.06.2025 – 24.06.2025
15.09.2025 – 16.09.2025
20.10.2025 – 21.10.2025

Hamburg

19.08.2024 – 20.08.2024
03.02.2025 – 04.02.2025
18.08.2025 – 19.08.2025

Berlin

02.12.2024 – 03.12.2024
03.04.2025 – 04.04.2025
01.12.2025 – 02.12.2025

Hannover

05.09.2024 – 06.09.2024
04.09.2025 – 05.09.2025

Leipzig

23.09.2024 – 24.09.2024
17.02.2025 – 18.02.2025
01.09.2025 – 02.09.2025

Cologone

09.12.2024 – 10.12.2024
05.05.2025 – 06.05.2025
08.12.2025 – 09.12.2025

Frankfurt am Main

30.09.2024 – 01.10.2024
26.05.2025 – 27.05.2025
18.08.2025 – 19.08.2025

Nuremberg

05.12.2024 – 06.12.2024
24.02.2025 – 25.02.2025



The sales training is aimed at all those who want to sell and advise their customers even more effectively and successfully.

04.12.2025 – 05.12.2025

Stuttgart

14.11.2024 – 15.11.2024

27.03.2025 – 28.03.2025

13.11.2025 – 14.11.2025

Munich

17.10.2024 – 18.10.2024

19.05.2025 – 20.05.2025

06.11.2025 – 07.11.2025

Vienna

25.11.2024 – 26.11.2024

26.06.2025 – 27.06.2025

17.11.2025 – 18.11.2025

Zurich *

26.06.2025 – 27.06.2025

Fee

1.150,00 € (ex. VAT)

1.368,50 € (inc. VAT)

* Fee Zurich:

1.600,00 CHF

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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Name/Vorname

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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