

# Difficult Negotiations

## Seminar objectives

The participants will

- Be able to accelerate and hit the target in their dialog with the costumer
- Learn to deal right with buyer´s tricks
- Be able to analyse difficult negotiations and to work out solutions
- Know the effectiveness of emotional influence
- Recognize the effect of personal attitude
- Find the right attitude to a difficult partner in their negotiations
- Know the basis of getting recommendations

## Contents

- Changing the subject, cutting the scene of a film
- Negotiations with buyers using tricks
- Analysis of difficult negotiations
- Emotional influence
- Personal attitude to the partner in a negotiation
- Business by recommendations
- Customer analysis – customer requirements



## Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

## Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days