

Quick-witted Argumentation

Seminar objectives

The participants will

- Know the most important objections of the customers concerning the market situation
- Be able to deal with the objections in a sovereign and winsome manner
- Regard in their argumentation the type of behaviour and the customer's motives
- Improve their quick-wittedness in their argumentation
- Learn to deal with rhetoric tricks of their partner's
- Learn the basics of NLP (part 2) used for the selling
- Recognize their own effect of their argumentation and develop methods for improvement

Contents

- Customer's objections and questions
- Technique of argumentation
- how to improve your verbal skills
- quick at repartee
- Rhetoric tricks of partners of conversation
- NLP – Reframing
- NLP - Anchoring



Methods

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

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days