

# Successful Price Negotiation

## Seminar objectives

The participants will

- Know the benefit arguments
- Be able to appropriate best for the price discussion
- Choose the right time to state the price
- Convince the customer using benefit argumentations
- React in a professional manner to the main arguments (too expensive, the competition is cheaper, calls for discount)
- Analyse the customers after sales needs and organize it systematically
- Be aware of their personal effect in price negotiation and learn to optimize it

## Contents

- Attitude towards price negotiation
- Preparation
- Price-benefit-relationship
- Customers value
- Customers arguments
- Customers future needs
- Data registering and structuring
- To meet customers after sales needs
- Finding demands
- Price negotiation



## Methods

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

## Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days