

# Successful Price Negotiation

## Consolidation of price negotiation

### Seminar objectives

The participants will

- Know the subliminal mechanism of decision making
- Know the psychological background of the price negotiation
- Get aware about the decisive force of their attitude and their identification
- Create an preventive basis for a successful price negotiation
- Know the strategy of price negotiation
- Know the tactics of the buyers and react with the best counter tactic
- Negotiate in subnormal cases sovereign too (e.g. cash before delivery, exchange of the compressor if the customer ordered a wrong machine)
- Recognize their own impact and develop measures for personal improvement

### Contents

- Mechanism of decision making
- Belief, Identification
- Dealing with stress and fears of not making it
- Preventive measures
- Negotiation strategy
- Tactics of the buyers and counter tactics
- Cash before delivery
- Exchange of the compressor when the customer made an wrong order
- Price negotiation



### Methods

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

### Organisation

- Target Groups
  - Sales representatives
- Period
  - 2 days