

Sales Training

Seminar Objective

In this training the most important sales techniques will be outlined. The seminar is strongly practice-oriented and aims to put across strategies for creating effective and success-oriented sales behaviour. Top performance in the sales field requires that the salesperson has a good level of self-awareness and understanding of how they come across to customers. The training offers valuable insights in this respect.

Seminar Content

- Planning and preparation of a sales talk
- Phases of a sales talk: welcoming, making contact, information, argumentation, price discussion, dealing with objections, wrapping up
- Why are consideration for and appreciation of the customer decisive factors in closing the deal?
- The salesperson as emotions and relationship manager
- How does the salesperson convey a good feeling to the customer?
- Enhancing social competence as a prerequisite for successful selling and consulting
- Sales rhetoric and questioning techniques
- Techniques for improving argumentation skills and dealing with objections
- Body language in a sales conversation
- Price discussion and price resistance
- Customer types and how to handle them
- Closure techniques: finding ways to a successful conclusion
- NLP in sales (How do top salesmen operate?)
- How do you create sympathy and trust?
- How can you sell yourself well?
- How can you develop creative solutions together with the customer?
- Knowledge of human nature: the key to sales success
- How do I create a positive relationship with the customer?

Method

Moderated exercises, exchange of experiences, group discussion, video-supported role-play, external and self analysis, simulated conversations

Participants

The training is aimed at all those striving to become even more successful in their sales and consulting interactions

Testimonials

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F. Goertz, heyworld GmbH

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S. Mackowiak, markilux GmbH + Co. KG

Course Ref.

ENG8007

Participants

not more than 9 participants

Schedule

Day 1: 10:00 am - 5:00 pm

Day 2: 9:00 am - 4:00 pm

Location and Dates

Webinar

31.05.2021 – 01.06.2021

23.08.2021 – 24.08.2021

Muenster

04.11.2021 – 05.11.2021

Frankfurt

26.04.2021 – 27.04.2021

30.09.2021 – 01.10.2021

Amsterdam

18.03.2021 – 19.03.2021

14.06.2021 – 15.06.2021

06.09.2021 – 07.09.2021

06.12.2021 – 07.12.2021

Brüssel

08.03.2021 – 09.03.2021

17.06.2021 – 18.06.2021

16.09.2021 – 17.09.2021

25.11.2021 – 26.11.2021

Warsaw **

15.03.2021 – 16.03.2021

21.06.2021 – 22.06.2021

13.09.2021 – 14.09.2021

02.12.2021 – 03.12.2021

Fee

980,00 € (ex. VAT)

1.166,20 € (inc. VAT)

** Fee Warsaw:

2.730,00 PLN

Price includes comprehensive training documents, coffee and tea, and lunch.

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Ja, ich/wir buche(n) folgendes Seminar:

Seminartitel

Termin

Seminarort

1. Teilnehmer/in

Funktion

E-Mail

2. Teilnehmer/in

Funktion

E-Mail

Ja, ich/wir buche(n) das Aufbauseminar gleich mit:

Titel

Termin

Ort

1. Teilnehmer/in

Funktion

E-Mail

2. Teilnehmer/in

Funktion

E-Mail

Rechnungsanschrift

Firma

Ansprechpartner

Funktion

Abteilung

Straße/Hausnummer

PLZ/Ort

Telefon/Telefax

E-Mail

Datum/Unterschrift