



# Price argumentation and closure technique

## Optimal preparation for a successful sales negotiation

### Seminar objective

Adequate preparation for the price argumentation and closing technique is essential for the chances of success in a sales negotiation. A skillful approach is necessary to optimize the expected outcome as much as possible. Price negotiation and closing techniques can make the difference between successful sales negotiations. Our seminars on this topic provide you with practical knowledge that you can use to convince your customers and business partners in future negotiations.

### Seminar content

#### Preparation of the price discussion:

- Argumentative design of price adjustments
- Price argumentation against the background of changing markets
- Analysis of the added value for the addressee

#### Justification of the price adjustment:

- Service orientation
- Additional benefits for customers
- Strengthening customer loyalty

#### Persuasion technique in sales talks:

- How can I best understand the challenges of my addressee?
- What are the possibilities for interpreting verbal and nonverbal signals?
- How do you react in different situations?
- Can body language complement verbal negotiation techniques?

#### Best-Practice-Beispiele:

- Optimal arguments and skillful reactions
- Improvement of communication
- Interpretation of customer needs
- Behavioral patterns with key accounts

### Methodology

Practical exercises  
Tips for transferring learnings into everyday life  
Exercises with individual feedback  
Trainer inputs  
Discussion

### Target audience

The seminar "Price Argumentation and Closure Technique" is aimed at all those who wish to conduct even more successful sales negotiations.

#### Course ref.

VV5001

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

08.12.2022 – 09.12.2022  
16.02.2023 – 17.02.2023  
11.12.2023 – 12.12.2023

##### Hamburg

25.09.2023 – 26.09.2023

##### Frankfurt am Main

26.06.2023 – 27.06.2023

#### Fee

980,00 € (ex. VAT)  
1.166,20 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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1. Teilnehmer

\_\_\_\_\_  
Name/Vorname

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E-Mail

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Mobilnummer

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Veranstaltung                      Seminarcode

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Firmendaten/Rechnungsempfänger

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Firma

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Rechnung (Name)

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Straße/Nummer

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2. Teilnehmer

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Name/Vorname

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Veranstaltung                      Seminarcode

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Ort                                      Termin

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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Kundennummer

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Anmeldebestätigung (E-Mail)

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