



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: 09:30 - 16:00

Location & dates

Münster

08.12.2025 – 09.12.2025
09.02.2026 – 10.02.2026
07.12.2026 – 08.12.2026

Hamburg

22.09.2025 – 23.09.2025
21.09.2026 – 22.09.2026

Frankfurt am Main

23.06.2025 – 24.06.2025
22.06.2026 – 23.06.2026

Fee

1.200,00 € (ex. VAT)
1.428,00 € (inc. VAT)

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



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Firmendaten/Rechnungsempfänger

Firma

Rechnung (Name)

Straße/Nummer

PLZ/Ort

Telefon/Fax

Branche

Datum

2. Teilnehmer

Name/Vorname

E-Mail

Mobilnummer

Veranstaltung Seminarcode

Ort Termin

Anzahl der Mitarbeiter in Ihrem Unternehmen

Kundennummer

Anmeldebestätigung (E-Mail)

Unterschrift