



# Sales Training

## Seminarziele

In today's competitive business environment, selling is one of the most crucial marketable skills. In this sales training, you will have the opportunity to learn and apply the knowledge with a practical approach to guarantee a long lasting learning effect. The course helps you to improve and master your persuasion skills to reach your sales goals, attract customers and stand out in the crowd. The goal is to prepare you to take the next step in your career.

## Programminhalte

### Negotiation and Argumentation

- Planning and organization of negotiations in sales
- Process of sales negotiations: Welcoming, contact, information, argumentation, pricing, argumentation, closing
- Argumentation techniques

### Understanding and interacting with different stakeholders

- Knowledge of human nature: The key to success in sales
- Dealing with different types of customers
- How to achieve sympathy and trust
- Transfer of positive emotions
- Increase of social competence as basis for successful sale and consulting
- Relevance of mutual respect and attention with regard to the customer
- How to optimize self-presentation
- Emotional intelligence in sales

### Exploring new sales opportunities

- Applying concepts of rhetoric and techniques for asking the right questions
- Co-Creation with customers: How to achieve creative solutions?
- Pricing dialogue and ways to overcome price resistance
- Closing techniques: Techniques for successful closing
- NLP in sales (How do top sales men achieve closing?)
- The salesperson as manager of emotions and relationships

## Methodik

Targeted exercises Presentation simulation Trainer-input Individual and group feedback

## Zielgruppe

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

### Seminarcode

ENG8007

### Teilnehmer

maximal 9 Personen

### Seminarzeiten

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

Day 2: 9:30 am - 4:00 pm

### Ort & Termine

#### Münster

03.11.2025 – 04.11.2025

02.11.2026 – 03.11.2026

#### Frankfurt am Main

06.10.2025 – 07.10.2025

20.04.2026 – 21.04.2026

05.10.2026 – 06.10.2026

#### Amsterdam

12.06.2025 – 13.06.2025

04.09.2025 – 05.09.2025

11.06.2026 – 12.06.2026

10.09.2026 – 11.09.2026

#### Brüssel

05.03.2026 – 06.03.2026

### Seminargebühr

1.200,00 € (zzgl. MwSt.)

1.428,00 € (inkl. MwSt.)

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



## FAX-ANMELDUNG +49 251 20205-99

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Telefax: +49 251 20205-99

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