

Negotiation Training for Technical Sales Engineers

Most providers of negotiation training for sellers reduce the **exciting world of dealing with customers** to simple sales talks, also known as "pitches". And quite often it is not sufficiently differentiated between negotiating a highly complex industrial project and a sale in a hardware store.

Partnership with customers and Key account management

In technical sales and marketing, however, the seller has to master much more than providing sales arguments and dealing with objections. The key to success rather lies in **creating a long-term, constructive relationship with key customers** and to work out the best possible solution for mutual benefit.

Crucial question: How thinks the buyer?

After many years as a negotiator and purchasing manager in the semiconductor industry I have an excellent inside view to teach supplier personnel how a customer prepares and negotiates a technical project. Although the **price is still to 80% decisive for a buyer**, other negotiables are considered now as well on the customer side.

Modular set of topics

Negotiations between customers and suppliers, buyers and sellers are an **extremely manifold field**. In the seminar you will be made familiar with negotiation phases, strategy and tactic, negotiation power and related topics, but also with these subjects:

- Seller meets buyer: What moves the other party?
- Reliable negotiation tips und tricks for sales engineers
- Appearance and body language: Key to success
- Psychology and game theory: The brain is not perfect.
- Intercultural negotiations, contract law and much more



Dr. Guido Wenski
Negotiation trainer
and consultant

Negotiation Training for Technical Sales Engineers

Main focus of the seminar:

Negotiation of equipment and projects;
confident appearance of sales engineers;
understanding the customer ...

Accomplishment:

I offer company seminars to be carried out in your facilities or (to minimize interference) in external locations of your choice. The program covers two full days. During preparation an assessment of trainee needs is recommended that defines the seminar content. Negotiation cases and specific questions from the trainees's daily work will further assure practice-oriented learning. Comprehensive training material will be provided; follow-up classes and coaching are possible.

Target group und number of participants:

The seminar is designed for sales and marketing leaders and engineers. In addition, further management functions and experts participating in technical sales negotiations will benefit. The optimal seminar group consists of 4 to 12 participants; however, smaller or larger attendance is also feasible.

From the content:

NEGOTIATION BASICS

*sources of negotiation power
tools, tips and tricks
goals, objectives, NEEDs and WANTs*

What is a negotiation?

*strategy and tactic
styles and phases of a negotiation
ZOPA, BATNA and more acronyms ...*

SELLER MEETS BUYER

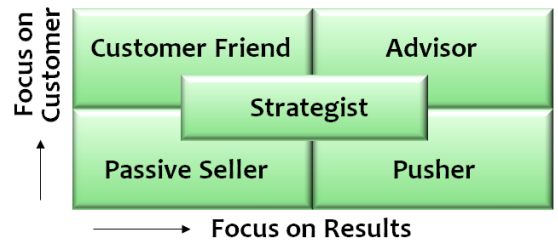
*Decision maker and champion
key account management
team negotiations*

*thinking of customer and supplier
tipping points and closure of a deal
options in integrative negotiations
how a seller can say "No" ...*

APPEARANCE AND USE OF LANGUAGE

*Appearance and confidence
The alphabeth of body language*

*the first impression sticks
email, telephone and negotiation table
"Why?" questions are unfavorable ...*



Salesperson mentalities

For more information and bookings, please write or call: