



EN GARDE
Verhandlungstraining

Price, Price, Price

Intensive training about successful price talks and negotiations.



This seminar is recommended for all employees in purchase and sales departments, enabling you to hold successful price talks and price negotiations. You will learn how to negotiate better prices and hold your own in discussions about price. Minimise (or maximise) discounts, rebates, bonuses, price scales, terms and conditions, and increase your own revenues.

Target group

Intensive training seminar for purchase and sales employees and executives whose negotiations are only concerned with price.



Training content

- How to get better prices immediately using the four price disciplines
- Gaining a head start with a suitable anchor price
- Knowing the added value of your service or solution and using it in a strategically skilful manner
- Generating price reductions by using the »Z3« passive methods
- Comprehensive understanding of all prices and discounts
- Being familiar with every type of rebate and discount, and using the secret weapon of special prices to your advantage
- Internalising and utilising attractive price presentation
- Never losing sight of your must-have by using the En GardE Double Split
- Working out your counterpart's minimum price
- Negotiating prices with appropriate margins using the En GardE Discount-Profit Correlator©

In-house training

In-house training seminars are available for groups of six or more.
You choose the date and location!

This training is also available in German: Preis, Preis, Preis

Contact us. We will be delighted to advise you.

We are happy to advise you on the perfect training for you.



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