



PRICE, PRICE, PRICE

Intensive training about successful price talks and negotiations.

2-days intensive training programme – in English

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.

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©

BENEFITS

- Better negotiation results: achieve better prices, services and terms by negotiating more effectively.
- More effective approach: start your negotiations in a structured manner by managing negotiations without making bad compromises.
- Save time: cut down on the time needed for negotiations within your organisation by using targeted negotiation techniques.

TARGET GROUP

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

REGISTRATION & QUESTIONS AUSTRIA

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