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. This training 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. Additionally, participants will be introduced to current AI-supported methods that provide valuable insights to enhance sales strategies and improve customer engagement.

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

02.11.2026 – 03.11.2026

Frankfurt am Main

20.04.2026 – 21.04.2026
05.10.2026 – 06.10.2026

Amsterdam

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.