

Benefit Argumentation in a Buying center situation

Seminar objectives

The participants will

- Know and identify the different persons of a buying centre
- Recognize the influence of presenting benefits to the consciousness of price/performance for investment goods or high-tech products
- Speak to the different persons of a buying centre corresponding to their motives and to their demand
- Recognize the importance of listening and visualisation
- Improve their rhetoric ability in price negotiations
- Know the basis of effective time management and will use this knowledge for their personal time management
- Optimize their personal operating strategies

Contents

- Buying centre concept
- Identification of the persons of a buying centre
- Decisive behaviour
- Argumentation corresponding to motives and demand
- Promoter- / opponent model
- Rhetoric training
- Visualization, listening
- Basis of time management



Methods

- Lectures
- Group work
- Spot training
- Role-play
- Feedback round

Organisation

- Target Groups
 - Sales representatives
- Period
 - 2 days