

# Successful Price Negotiation

## Seminar objectives

The participants

- Know the subliminal mechanism of decision making
- Know the psychological background of the price negotiation
- Get aware about the decisive force of their attitude and their identification
- Create an preventive basis for a successful price negotiation
- Know the strategy of price negotiation
- Know the tactics of the buyers and react with the best counter tactic
- Recognize their own impact and develop measures for personal improvement

## Contents

- Mechanism of decision making
- Belief, Identification
- Dealing with stress and fears of not making it
- Preventive measures
- Negotiation strategy
- Tactics of the buyers and counter tactics
- Cash before delivery
- Price negotiation



## Methods

- Lectures
- Group work
- Single work
- Exercise
- Case studies

## Organisation

- Target Groups
  - Service Manager
- Period
  - 2 days