Macrosoft

Vzdelávanie s trvalým efektom

DOCUMENT

Course syllabus

CATEGORY

Business training

TRAINING FORMAT

In Bratislava or online with a lecturer

PRICE EXCL. VAT

190,00 €

PRICE INCL. VAT

233,70 €

including 23 % VAT

Macrosoft školiace centrum

Aktuálne informácie na Macrosoft.sk

PDF SYLLABUS

Practical Business Skills

Clear overview of course topics, training scope and key information.

The Practical Business Skills training includes all essential steps of a business negotiation, which in a real situation often take place over a longer time interval. We sell not only a specific product, but also our own ideas, projects and ourselves. The offer is large and everyone sells! The question is how to sell so that the others buy. It is not enough only to present your product. We must be able to ask questions, analyze them, create a specific solution, and realize who our client is - the person who decides. Today it is no longer enough only to claim that our company or products are the best.

COURSE CONTENT

01 **Structure and Phases of a Business Conversation**

02 **Negotiation Techniques and Tactics**

behavior change techniques, how to identify customer needs, active listening, basic types of negotiators and partners and how to estimate them, how to uncover untruths and tactical "tricks", pressure tactics and defense against them, handling unfair tricks, handling objections, types of objections, using objections to support sales, creating, reading and using buying signals to close a deal, paths to agreement based on the principles of satisfying both parties

03 **Methods and Techniques**

short theoretical inputs, questionnaire methods, brainstorming, self-diagnosis, case studies, extensive feedback

This document serves as an informational overview of the course syllabus. Current dates, venue and availability are listed at Macrosoft.sk.

https://www.macrosoft.sk/en/courses/practical-business-skills-your-success-with-the-customer