

# TRADE NEGOTIATION

**LEVEL:** MASTER 1

**PERIOD:** SEMESTER 2

**LANGUAGE:** EN (FR IN ANOTHER PERIOD OF S2)

**ECTS:** 3

**TEACHER/COORDINATOR:** ALAIN MILLECAMPS



## 1-Main objectives

To be able to negotiate with professional buyers and to understand and plan the different steps of a structured selling appointment.

## 2-Skills developed

- › Assume the sales function in the actual global market.
- › Differentiate between the selling act and the negotiation act
- › Manage the different steps of the selling process

## 3-General content

Theory, practice, presentations.

- › The constraints of a commercial call in B to B
- › The sales function in the actual global market.
- › Differentiate between the selling act and the negotiation act as well as prospection and follow up
- › The different steps of the selling process , meaning :
  - . telephone skills
  - . professional preparation
  - . introducing yourself
  - . understand the customer's concept
  - . doing the pitch and deal with the objections
  - . negotiate with the relevant major tools
  - . close the sales and contractualize
  - . follow up
- › Understand the purchasing approach
- › Key Account Management process

## 4- Evaluation

Continuous assessment