

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

[Return to Course List](#)