

# Selling Tips & Negotiating Skills

2 APRIL 2019  
20 NOVEMBER 2019  
09:30 - 12:30

Sales is not just face to face selling, the sales cycle starts when the first contact is made with the customer, therefore professional writing techniques in a clear and understandable structure is essential. The ability to prepare a professional quotation will demonstrate to your prospective buyer your expertise of trading internationally whilst protecting your company and avoiding confusion.

## COURSE CONTENT

- > Understand the importance of preparation
- > How to calculate a realistic price for a quotation
- > Understanding the use of terms, conditions and exclusions in quotations
- > The importance of protecting your company whilst avoiding confusion
- > The different styles of negotiating
- > The stages and sequence of a typical export negotiation
- > Negotiating techniques from a seller and buyer position
- > When not to negotiate
- > Closing the deal effectively.
- > Summary, questions and feedback

Delegates will depart with a full set of informative notes.



## VENUE

Chamber of Commerce Training Suite, Red Rose Court, Clayton Business Park, Accrington, BB5 5JR.

## COST

MEMBERS: **£200** + VAT per delegate

NON MEMBER: **£400** + VAT per delegate

\* Buffet lunch included

To reserve your place please contact Stephanie Warrington on **01254 356473** / [s.warrington@chamberelancs.co.uk](mailto:s.warrington@chamberelancs.co.uk)