



THE ART OF SALES @ NEGOCIATIONS
A two way street for a win-win collaboration

Linda Pereira and Tasso Pappas

In this educational session Linda Pereira and Tasso Pappas CITE using a performance- style presentation, will show you various tactics for a successful sale, and will demonstrate that sales negotiations are a two-way street from which both the organiser and the supplier must leave satisfied, having obtained fair conditions for both parties.

We shall examine good sales practices more closely, as well as ways to get closer to the potential clients without invading their space and freedom of choice. We shall try to understand the client's point of view and reaction to the pressure of a sale; and see how we can change a hard sale into a voluntary collaboration by building a climate of confidence and trust in which the client wants to buy your product or service

Closing a sale of any dimension implies a large amount of negotiation. During this process both parties will try to sound each other out, and will test each other's limits and capacities. Both the organiser and the supplier will try to obtain the best possible conditions in their favour. How far can suppliers give in to the clients' demands for closing a piece of business? Should they give away everything? How firm can they be? What are the clients' reactions to fair conditions? When are the clients ready to accept unfavourable conditions? How can both the buyer and the supplier come out of a negotiation in a win-win situation? These and many other such topics will be examined during this educational session