



# Sales training

## Being successful in sales

### Seminar objective

In sales, you essentially contribute to increasing sales and thus to the success of your company. First and foremost, you perceive the customer's buying signals and questions. In this training, you will learn how to manage sales conversations in an even more goal-oriented way. Use proven questioning techniques to identify the motives of your customers and thereby increase your sales potential. The most important sales techniques are presented. The seminar is purely practice-oriented and conveys strategies of an effective, success-oriented sales behavior. In order to achieve top performance in sales, every salesperson must be well informed about himself and his effect on customers. The seminar offers important suggestions for this. The focus is on increasing social competence.

### Seminar content

#### Fundamentals of successful selling:

- Empathy skills: know exactly who your customer is
- Recognize customer types and communicate accordingly
- Control your successful personal impact:
- Why is paying attention to the customer critical to buying?

#### Understanding the buyer:

- Arguing convincingly and negotiating successfully
- Empathy is crucial in selling
- Increasing social competence
- How to create a positive relationship with the customer
- Knowing people: the key to sales success
- Body language in sales talks

#### Successfully manage customer contact:

- Planning and preparing the sales conversation
- Phases of the sales talk
- Recognizing further potential
- Dealing with resistance and objections during price discussions
- Closing techniques: Ways to successfully close the deal

#### Professional handling of negotiating partners:

- NLP in sales: how do top salespeople advise?
- How do you create sympathy and trust?
- How can you sell yourself well?
- How do you develop creative solutions together with the customer?

### Methodology

Facilitated exercise sequences Exchange of experiences and discussion Video-supported role plays External and self-analysis Conversation simulations

### Target audience

#### Course ref.

VV5000

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Location & dates

##### Münster

27.06.2024 – 28.06.2024  
16.09.2024 – 17.09.2024  
07.11.2024 – 08.11.2024  
24.03.2025 – 25.03.2025  
23.06.2025 – 24.06.2025  
15.09.2025 – 16.09.2025  
20.10.2025 – 21.10.2025

##### Hamburg

19.08.2024 – 20.08.2024  
03.02.2025 – 04.02.2025  
18.08.2025 – 19.08.2025

##### Berlin

02.12.2024 – 03.12.2024  
03.04.2025 – 04.04.2025  
01.12.2025 – 02.12.2025

##### Hannover

05.09.2024 – 06.09.2024  
04.09.2025 – 05.09.2025

##### Leipzig

23.09.2024 – 24.09.2024  
17.02.2025 – 18.02.2025  
01.09.2025 – 02.09.2025

##### Cologone

09.12.2024 – 10.12.2024  
05.05.2025 – 06.05.2025  
08.12.2025 – 09.12.2025

##### Frankfurt am Main

20.06.2024 – 21.06.2024  
30.09.2024 – 01.10.2024  
26.05.2025 – 27.05.2025  
18.08.2025 – 19.08.2025

##### Nuremberg



The sales training is aimed at all those who want to sell and advise their customers even more effectively and successfully.

05.12.2024 – 06.12.2024  
24.02.2025 – 25.02.2025  
04.12.2025 – 05.12.2025

**Stuttgart**

14.11.2024 – 15.11.2024  
27.03.2025 – 28.03.2025  
13.11.2025 – 14.11.2025

**Munich**

17.10.2024 – 18.10.2024  
19.05.2025 – 20.05.2025  
06.11.2025 – 07.11.2025

**Vienna**

20.06.2024 – 21.06.2024  
25.11.2024 – 26.11.2024  
26.06.2025 – 27.06.2025  
17.11.2025 – 18.11.2025

**Zurich \***

27.06.2024 – 28.06.2024  
26.06.2025 – 27.06.2025

**Fee**

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

\* Fee Zurich:  
1.600,00 CHF

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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Ich melde mich/Wir melden uns zu folgender Veranstaltung an:

1. Teilnehmer

\_\_\_\_\_  
Name/Vorname

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E-Mail

\_\_\_\_\_  
Mobilnummer

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Veranstaltung                      Seminarcode

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Ort                                      Termin

Firmendaten/Rechnungsempfänger

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Firma

\_\_\_\_\_  
Rechnung (Name)

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Straße/Nummer

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PLZ/Ort

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Telefon/Fax

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Branche

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Datum

2. Teilnehmer

\_\_\_\_\_  
Name/Vorname

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E-Mail

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Mobilnummer

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Veranstaltung                      Seminarcode

\_\_\_\_\_  
Ort                                      Termin

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Anzahl der Mitarbeiter in Ihrem Unternehmen

\_\_\_\_\_  
Kundennummer

\_\_\_\_\_  
Anmeldebestätigung (E-Mail)

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Unterschrift