

Negotiation with supermarket buyers



CV-67 2 Days (14 Hours)

Description

Faced with the power of distribution, salespeople must master sales techniques but above all develop real negotiator skills and a strong capacity for self-affirmation. This training in negotiation with large-scale retail buyers, designed and led by consultants with dual skills - on the distributor side and on the industrial side - , is already followed by many key accounts belonging to the most demanding companies. It acts as a real accelerator of commercial performance.

Who is this training for ?

For whom

Brand director, sales manager, Key Account Manager, responsible for national customers, manager in charge of mass distribution centers (GSA, GSB, GSS, etc.).

Prerequisites

None.

Training objectives

- Integrate the buyer's objectives and issues into its commercial strategy
- Negotiate while maintaining the balance of forces present
- Build a profitable business deal
- Resist pressure to preserve the profitability of your offer

Training program

Comprendre le nouvel environnement de la grande distribution

- The legislative context and its strategic consequences.
- The levers of brand profitability: analysis of the operating account.

Btir sa stratégie globale face à l'enseigne

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We are at your disposal De Lun - Ven 09h00-18h00

- Analyze the contributions of each brand to the performance of your company.
- Prepare appropriate negotiation tactics.
- Define the axes of the commercial agreement.

Rééquilibrer le rapport de force commercial Déceler les objectifs personnels de chaque acteur de la négociation. Préparer une argumentation en réponse aux moyens de pression employés. Déjouer les pièges utilisés par les acheteurs. Conduire sa négociation

- Prepare the game of concessions/counterparts.
- Open the negotiation and take leadership.
- Argument to preserve your room for maneuver.
- Progressing towards a profitable agreement: the key steps.

Renforcer ses comportements de négociateur

- Become aware of your current style: your strengths; your limitations.
- Adopt effective behaviors.