



## Buying skills - PACOBUY ©

objective	To improve the buying knowledge and skills of B2B purchasers
target group	Buyers, purchasers, sales people who want to “hear the other side of the story”
topics	<p>What are the 5 buyer’s communication styles?</p> <p>Assessment of my buyer’s communication style</p> <p>How to react to different sales communication styles?</p> <p>How to adapt my buyer’s communication style during the different stages of negotiation?</p> <p>How to adapt my buyer’s communication style in situations such as monopoly, main supplier, urgency, repetitive versus one-time purchase, DMU (decision making unit) etc.</p> <p>What sales communication style benefits me most?</p> <p>When to use the Icarus-syndrome and other buying tricks?</p> <p>What are my selection criteria?</p> <p>What are essential versus accessory, personal versus business, exclusive versus additional, emotional versus rational buying needs?</p> <p>How to anticipate and perceive “commercial tricks”</p> <p>How to handle “exchange” and other techniques to obtain additional advantages?</p> <p>Set-up and use of a personal checklist</p>
duration	1 to 2 days