

Task:



Tool: Sales plan for 5 customers

Sales target Eur:

Product / service name:

Target customer group:

Outcome: You learn to plan for sales negotiations with potential customers.

Customer, company /
contact person

Customer requirement

Current solution

Attracting interest

Goal in the
negotiation

The contact schedule

1.

2.

3.

4.

5.



Tip: Think how your customer thinks! Great negotiators have a programme of reasoning that starts well before the actual meeting with clients.

Toolkit 3: Customer understanding

Toolkit
Start

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