



Das Verkaufsgespräch in Theorie und Praxis (German Edition)

Alexander von Hohenberg

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Studienarbeit aus dem Jahr 2011 im Fachbereich BWL - Sonstiges, Note: 1,3, -, Veranstaltung: Gesprächsführung und Verhandlungstechnik, Sprache: Deutsch, Abstract: Es gibt beinahe so viele Methoden und Möglichkeiten, ein Verkaufsgespräch zu führen wie Produkte selbst. Mögliche Verkaufsstrategien können sich vom Hard-Selling bis hin zur kundenorientierten Gesprächsführung über das gesamte Spektrum erstrecken. Verhandlungen werden als „form of social interaction“ (L. Thompson, 1990), „by which two or more interdependent parties who do not have identical preferences across decision alternatives make joint decisions“ (M.H. Bazerman, 1987) definiert. Doch nicht alle Wege sind langfristig erfolgsversprechend. Um ein möglichst gutes Ergebnis zu erzielen, müssen verschiedene Faktoren berücksichtigt werden, was eine tiefere Auseinandersetzung mit dem Thema Gesprächsführung und Verhandlungstechnik voraussetzt.

Diese Studienarbeit beinhaltet zunächst einen theoretischen Teil, in welchem die verschiedenen Phasen eines Verkaufsgesprächs erläutert werden. Der praktische Teil enthält ein reales Verkaufsgespräch. Dieses wird anschließend reflektiert und ein Ausblick gegeben, auf welche andere Situationen das erworbene Wissen transferiert werden kann.

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