

UE Sales and commercial negotiation

 ECTS
6 credits

 Component
UFR Chimie-
Biologie

- > **Teaching language(s):** English
- > **Open to exchange students:** No
- > **Code d'export Apogée:** YAST9U10

Presentation

Description

Communication and Sales Technics: Payment conditions, letters of credit

Incoterms, tenders, Management of a distribution networks :(agent, distributor, reseller, internet):

Introductions to commercial situations

E-commerce and international customer approach, internet

Strategies to sell technical and scientific products. B to B specifications (B to B: Business to Business).

Targets and goals,

Communication skills: NLP: Neuro linguistic Programming: Purchasing and offer of tenders.

Commercial practices in foreign countries

Course parts

UE Sales and commercial negotiation - CM	Lectures (CM)	40h
UE Sales and commercial negotiation - TD	Tutorials (TD)	10h

Period : Semester 9

Useful info

Contacts

Program director

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Place

➤ Grenoble

Campus

➤ Grenoble - University campus