

HOW TO EVALUATE A COMMERCIAL NEGOTIATION



Presented by:
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One of the main challenges of a Key Account Manager is to effectively negotiate the annual commercial agreement with large clients. Learn:

- (1) The steps of the negotiation process (emphasis in outcome evaluation);
- (2) Key Performance Indicators used to analyze the negotiation success;
- (3) The best evaluation approaches;
- (4) An understanding of the type of stakeholders that need to be involved in the evaluation.

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dynamic discussions
about evaluation.



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