



## New Opportunities for the Development of Education at the Technical University of Liberec

Specific objective A2: Development in the field of distance learning, online learning and blended learning

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### Textile sales strategy Business meetings

Ing. Roman knizek, Ph.D., MBA



# Business meetings I

*"You must be expected! A fixed business meeting has great advantages. Customers appreciate it when you make every hour and minute count." (Frank Bettger)*

Occasionally, you will hear a sales author tell you to ambush a customer unexpectedly. These people usually call their books "How to break the rules..." and disguise that these are just exceptions.

## Business meetings II

If the customer still accepts you, you have at least three factors against you:

- 1) He's not impressed with your approach.
- 2) His thoughts stray to the work he needs to do.
- 3) Because he couldn't prepare for the meeting, he is usually unable to respond appropriately.

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Unwritten rule: arriving on time means between 0 and 15 minutes before the appointment

## Business meetings III

You may also find that a customer strictly refuses to allow you to enter their office and refers you to the need to make an appointment. Not only did you not make a good impression the first time, but you wasted your time. When you subsequently find out that the second customer in line is on vacation and the third is on a business trip, you've lost a day of time, wasted petrol and the result is a loss.

## Business meetings IV

In the early evening in winter, the bell rang at the front door of the (now empty) company. I had to leave the work I was doing at the very moment when I just thought of a very apt statement, which of course I forgot on my way to the door. A man appeared at the door in the darkness, who just said hello and kept quiet (Who is he? What does he want? Could he be a burglar?) and then, with immense importance, told me that he sold encyclopedias for children. You can guess whether I invited him in and bought a book from him or not...

## Preparation before the meeting I

1. Get to know the company I want to deal with:
  - Company name and size
  - Product portfolio
  - What I can offer
  - Who I can offer it to
  - Contact the potential customer by email vs. phone



## Preparation before the meeting II

So you pick up the phone and... What do you actually say on the phone? A lot of marketers make the mistake of talking about themselves. It goes something like this, "Hello, Mr. CEO, I'm from XY and I'd like to introduce you to our latest product offering, which has been a real success."

## Preparation before the meeting III

Now let's try to complete this sentence with the comments that are likely to flash through the mind of the customer listening on the other side of the line: 'Hello, Mr Director (ahem, he doesn't even know my name), I'm from XY and I'd like to introduce you to our latest offer (are you sure I'm interested in your offer or do you think I'll fall flat on my butt when hearing your company name?), which has been a real success (kindly leave that to my judgement!).' As you can see, the commonly used introduction won't bring you much success. So try it another way:



## Preparation before the meeting IV

"Hello, Mr. Novak (ahem, they went to the trouble of finding out my name), your company has a reputation for good business (I'm glad to hear that). I think we could bring you an interesting profit (see -- profit, I'm only happy, who is it?). Our company name is XY and my name is... (I'm happy to meet him, he's a nice guy)."

## The meeting itself I



Illustraci foto

Approach your partner with respect as an equal and let them speak freely. The art of listening will enable you to understand their motivation. Once he or she has commented on the entire proposal, briefly clarify the points of disagreement and what you both agree on. If the disagreements between you are not fundamental, discuss one controversial point at a time from the simpler to the more complex. "Speech is silver, silence is golden"

## The meeting itself II

What you once say or agree to is hard to take back later without raising legitimate doubts about your credibility.

The development of a negotiation can sometimes stir up strong emotions. In this case, try to keep a cool head and perspective. Try to work around points of dispute by finding another mutually beneficial solution first. If this fails, compromise is the second option. However, this should involve compromises on both sides. Sometimes it is better to postpone a stalemate until another day. Postponement is also correct when you are exhausted after several hours of negotiations or when your partner unexpectedly changes his/her position or brings up points that you are not prepared to discuss. Don't let yourself go on thin ice and instead arrange another meeting date. This will give you time to think things through and consult.

## Other tips

Introduce yourself by your full name

Smile - you can hear it on the phone

Clothes - always a level more than less

Car, accessories (watch, pen)



# Basic types of contracts

1. **Purchase contract**
2. **Framework Purchase Agreement** - the framework agreement does not create a contractual relationship, therefore the claims and obligations of the contracting parties do not result from it.
3. **Mediation contract** - A mediation contract is a contract of a command type, in which the intermediary is obliged to mediate the conclusion of a certain contract with a third party.
4. **Consignment warehouse contract** - This is a warehouse of stock of materials, raw materials or goods that is set up by a so-called non-owner. The consignment warehouse is managed by a consignor, who may or may not be the customer. It is most often found in practice where the supplier does not have storage facilities, while the customer does. It is only on the basis of the actual removal that the materials, raw materials or goods are invoiced by the supplier to the customer.

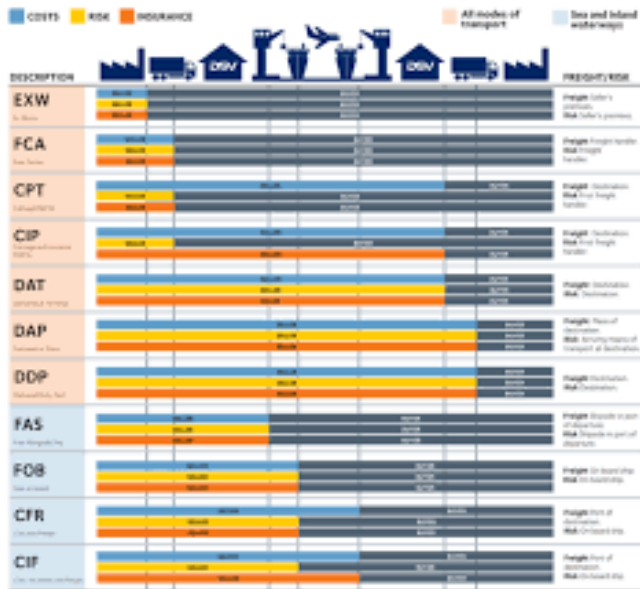
## Requirements of the purchase contract

1. Subject of performance, delivery period, purchase price
2. Delivery terms
3. Payment terms
4. Liability for defects
5. Other Arrangements - Further Arrangements
6. Final provisions, annexes

## Delivery condition

The delivery condition specifies in particular:  
the manner, place and time of delivery of the goods to the buyer;  
the manner, place and time of transfer of costs and risks from the seller to the buyer;  
the other obligations of the parties in respect of transport, loading and unloading of the goods, accompanying documents, inspection, insurance, customs clearance, etc.

# Delivery condition





## Business documentation

### Order

- Delivery note
- Invoice
- Aviso of dispatch of goods
- Shipping/Loading Bill of Lading
- Customs documents
- Certificates, certifications, quality reports



# Thank you for your attention

Roman Knizek

[roman.knizek@tul.cz](mailto:roman.knizek@tul.cz)