

Course : Sales engineers: optimize negotiation of international sales/purchase contracts

Practical course - 2d - 14h00 - Ref. VAB
Price : 1500 CHF E.T.

This training course will enable you to identify the risks linked to your international business development projects throughout their cycle, and to integrate appropriate responses at every stage: from the preparation of your offers to the negotiation and drafting of the contract, right through to the follow-up of the deal. In this way, you'll be able to guarantee the security and profitability of your international sales/purchasing contracts, and work with confidence and transparency with your internal and external partners.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the technical constraints of international contracts
- ✓ Optimizing the integration of these constraints into the commercial offering
- ✓ Securing the sale/purchase contract
- ✓ Planning risk management in the sales/purchasing cycle

Intended audience

Engineers, consultants, technical sales representatives, sales staff responsible for preparing and developing international sales offers, drafting contracts, negotiating with partners.

Prerequisites

No special knowledge required.

PARTICIPANTS

Engineers, consultants, technical sales representatives, sales staff responsible for preparing and developing international sales offers, drafting contracts, negotiating with partners.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more.

Participants also complete a placement test before and after the course to measure the skills they've developed.

Practical details

Hands-on work

Workshops: case studies and application to participants' operational context. Progressive construction of operational tools: decision-support matrices and tables.

Teaching methods

Apports méthodologiques. Pédagogie active et participative. Partage de pratiques, échanges.

Course schedule

1 Understand the mechanisms of international marketing

- Understand international negotiation frameworks and processes.
- Identify company contacts and service providers.
- Identify the technical components of the offer.

Hands-on work

Draw up a matrix of vigilance points that can be transposed to the company.

2 Identify and limit the risks of an international offer

- Know the risks inherent in an international operation.
- Measure the impact of the chosen Incoterm® 2020.
- Link the choice of Incoterms to logistical, financial and customs constraints.

Hands-on work

Quizz incoterms. S'approprier les choix d'incoterms les plus pertinents en entreprise.

3 Managing customs risks and understanding logistics mechanisms

- Differentiate between trade within the European Union and major exports.
- Understanding the new post-Brexit organization.
- Understand the importance of documentary obligations.
- Optimize relations with customs authorities.
- Take advantage of the customs trilogy (origin, nomenclature, value).

Hands-on work

BOM optimization simulation. Case study: document risk.

4 Managing logistics risks

- Identify the logistical scheme linked to the project, offer or contract.
- Understand the technical implications: from upstream to downstream shipping.
- Design an operational retroplanning.

Hands-on work

Case study of a transcontinental sea shipment.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Controlling the risk of non-payment

- Identify customer and country risks.
- Understand the role of banks in transactions.
- Choisir une proposition de moyen de règlement adaptée au contexte commercial.
- Transfer, documentary remittance and letter of credit, stand-by guarantee.

Hands-on work

Élaborer une matrice des risques transposable en entreprise. Analyser un crédit documentaire pour en extraire les failles.

Dates and locations

REMOTE CLASS

2026 : 26 Mar., 28 May, 17 Sep.