

Friday, November 04, 2017

● 12:00 p.m., EDU 253

HOW TO EVALUATE A COMMERCIAL NEGOTIATION



Presented by :
Ricardo Bueno Wills
ricardobuenowills@hotmail.com

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

8351 or twwillia@usf.edu.

For more Information contact
Dr. Liliana Rodríguez
(813) 528-5041
liliana@usf.edu

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