

# TEHNICI EFICIENTE DE NEGOCIERE FOLOSITE ÎN DOMENIUL VÂNZĂRILOR

## EFFICIENT NEGOTIATION TECHNIQUES USED IN SALES

**Drd. Marieta SILAGHI**

**Prof.dr.ing. Liviu MORAR**

**Șef lucr.dr.ing. Emilia CÂMPEAN**  
Universitatea Tehnică din Cluj-Napoca

**Abstract:** This aim of this paper is to review some of the negotiation techniques validated from a practical point of view in the current economy. At the same time, it aims to analyze the negotiation techniques used in sales, mainly in the field of car sales in Romania in 2018.

**Keywords:** sales, vehicle, negotiation