

Sales Negotiation

2 Days **SNP1**

OVERVIEW

This practical and energetic two-day workshop provides all the skills sales people need to conduct profitable negotiations and maintain positive long-term business relationships.

This workshop will enable your participants to negotiate the best possible terms, seek out the buyer's real position and give away as little as possible. The learning process is accelerated using interactive techniques to enable delegates to negotiate with confidence and skill back in the workplace.

DESIGNED FOR

Suitable for sales people and others who negotiate with customers in a sales environment and either have to develop a negotiation skills base from scratch or wish to re-examine and refresh their existing techniques.

LEARNING OUTCOMES

By the end of this course participants will be able to:

- Secure win/win results.
- Identify the behaviours to support their negotiating style.
- Understand the principles and stages of negotiation.
- Use the most appropriate strategies and tactics for effective negotiation.
- Identify and prioritise their concessions and their trade value.
- Get past deadlocks and achieve profitable agreements.
- Prepare and plan for the best possible results.
- Recognise when and how to close the deal.
- Understand the behaviours and signals of their client and respond to secure the best deal.

TOPICS COVERED

Negotiate - Don't Walk Away

- The skills of a successful negotiator
- Assessing your personal strengths and weaknesses
- The need to feel uncomfortable in negotiation
- Why negotiation is not about meeting in the middle

Plan and Organise

- Identifying potential sticking points
- Establishing best and worst outcomes
- Being clear about your limitations
- Putting yourself in the buyer's shoes
- One-to-one and team negotiations

Develop and Use a Strategy

- Using a structure to guide discussion
- Different approaches - examining the options
- Using integrity and influence to win

Tactics and Techniques

- Techniques for opening and developing negotiations
- Rapport building - helping to get their guard down
- Assessing the balance of power
- Spotting the voice and body language clues
- Questioning and listening skills - keeping yourself ahead
- How to negotiate creatively
- How to avoid weakening your position
- Giving and getting concessions
- How to achieve win/win scenarios

Securing the Deal

- Recognising when you've reached the bottom line
- Negotiating for now and not for later
- The pitfalls of the 'loss leader'
- Confirm the deal

Personal Development

- Working on your weaknesses; building on your strengths
- Committing yourself to change on return to the workplace
- Maintaining your motivation levels and boosting your drive

EXTRA NOTES

An equivalent course is available in Arabic. Please call us for details.