

Sales Negotiation Skills

Training Description

This Sales Negotiation Course offers delegates the opportunity to develop their negotiating skills and build confidence in those skills.

The course looks at how to plan & prepare for sales negotiations and the structure and key techniques for successful negotiations.

The Course Suits

Any person involved in sales negotiations and/or anyone wishing to improve their negotiation techniques.

Training Benefits

- A clear understanding of the structure of sales negotiations
- How to plan & prepare for effective negotiation
- Confidence in negotiation within their own work situations
- Techniques to assist them in their negotiating roles

Course Timetable

9:30 - 10:00 Introductions, Coffee & Course Objectives

10:00 - 10:30 An 'Exercise in Negotiation'
(Delegate exercise to understand what negotiation is)

10:30 - 11:00 Principles of Negotiation

11:00 - 11:15 Coffee

11:15 - 12:00 Preparation & Planning for Negotiation

12:00 - 12:30 Movement in Negotiation; how to achieve a 'Win-Win'

12:30 - 13:00 Let's negotiate.....
(Role plays)

13:00 - 14:00 Lunch Break

14:00 - 14:30 Negotiation as a Behavioural Process
(Styles & Tactics in Negotiation)

14:30 - 15:15 Communications Skills in Negotiation

15:15 - 15:45 Structure & Process for Effective Negotiation

15:45 - 16:30 Putting it into Practice
(Role plays)

16:30 - 16:45 Summary & Action Plans Agreed