

SALES NEGOTIATION SKILLS

A THREE DAY RESIDENTIAL TRAINING PROGRAMME

minimise concessions and conclude good deals in tough competitive markets

Designed for sales people, selling products or services, where negotiation is part of the process leading to a successful sale. The course identifies the specific differences between sales and negotiation. Delegates are taken through step by step how to negotiate business deals that are acceptable to both buyer and seller. It is an advanced level course for the more experienced sales executive to hone their skills and techniques of sales negotiations. Delegates will have plenty of opportunity to practice the principles learnt during this participative programme.

Programme Contents

- Enhancing the Sales Proposal/Proposition
- Establishing Client Requirements using the Spearhead Win-Client Model
- Establishing Value for Money
- Techniques for Presenting Price
- Presenting the Sales Case
- Valuing Benefits
- Dealing with Difficult Questions
- Objection Handling
- Gaining Commitment
- When Selling Becomes Negotiating
- Communications and Body Language
- Negotiating Styles
 - Analysing Your Own Style
- The Principles of Negotiation
- Characteristics of a Successful Negotiator
- Preparing for a Negotiation
 - Pre-Negotiation Research
 - Planning the Negotiation Strategy
 - Setting Objectives
 - The Four Stages of a Negotiation
 - Estimating the Variables
 - Costing Concessions
 - Establishing Your Bottom Line
- Negotiation Techniques
 - Creating the Right Climate
 - Opening The Negotiation
 - Establishing the Negotiation Parameters
 - Trading Concessions
 - Winning Outcomes
- Dealing with Conflict in Negotiation
- The Effect of Giving a Discount
- Avoiding the Common Mistakes
- Negotiating in Competitive Markets
- Negotiating with Skilled Buyers
- Confirmation and Contracts
- Practical Exercises with Individual Feedback and Review
- Self Development Techniques for the Future