

## **Sales Negotiation – Two Day Course**

### **Who Will Benefit**

Those who need to negotiate effectively with colleagues, suppliers and customers. The course examines different forms of negotiation, and then concentrates on a strategy in which both parties can win.

### **Objectives**

The course will enable participants to achieve the following:

- Understand the need for preparation
- Appreciate the importance of give and take
- Give and obtain concessions
- Discover the other side's strengths and weaknesses
- Make deadlines work
- Cope with and use psychological pressure.

### **The Process of Negotiation**

- The value of negotiating
- How negotiating differs from selling
- When selling stops and negotiating begins

### **How to Plan the Strategy**

- Targets - bottom line and optimum aim
- Tactics and objectives
- Planned concessions
- The limits of both parties' power
- Establishing the climate
- Pursuing a 'win-win' outcome
- Retaining flexibility

### **The Negotiation**

- Understanding the other side's needs and motivation
- Interpersonal skills and body language
- Presenting your case
- Opening bids and offers
- Dealing with objections and rejections
- How to avoid deadlock or how to make deadlock work for you
- Give and take – the skills of negotiation
- Bargaining
- Dealing with intimidating tactics

### **Clinching the Deal**

- Going for commitment
- How to close
- Developing a long-term relationship
- Preparing the climate for future negotiations

### **Telephone Negotiation**

- Voice and personality projection
- Using silence
- Controlling the call
- How to implement the negotiating process using the telephone

### **Action Plan**

- Participants plan and discuss what they will do on return to work