

## publishing portfolio

# Negotiation Skills for Sales People

Many sales people find negotiating difficult. They are concerned that if they negotiate too hard they will lose a sale. Based on the concept of win/win, this course provides sales people with an approach to closing their prospective sales deals that leaves both parties happy with the outcome and prepares the ground for a long term successful relationship.

**Negotiation Skills for Sales People** enables the learner to:

- Close agreed sales by finding solutions that are acceptable to both parties
- Become more confident through effective planning of negotiations
- Use constants and variables to reach an acceptable conclusion for both parties
- Identify their own negotiation style and that of their customers and adapt their behaviour to maximise their chances of success
- Resolve difficult situations & deal with awkward negotiators
- Understand and avoid some of the common traps they might come across in their negotiations
- Understand how to prepare in a way that will ensure they get the best results from a negotiation and keep the customer happy
- Learn when not to negotiate and say NO!



An annual license to **Negotiation Skills for Sales People** provides an entire sales team with year round access to this unique learning resource.

### Learning outcomes

#### Understanding negotiation

- What is the aim of negotiation?
- What is effective negotiation?
- What are the principles of negotiating?
- Who is involved in negotiation?

#### Techniques and strategies

- How should I handle negotiation successfully?
- What are constants and variables and how should I use them?
- What are trading concessions and how do I use them?
- What negotiation styles are there?
- How do we come to an agreement?
- What other strategies are involved?

#### Difficult situations

- What objections might I get?
- How do I handle objections?
- How do I deal with an awkward negotiator?
- How can I recognise and resolve conflict?
- What are some of the common traps in negotiating?
- When should I not negotiate?

#### Planning to negotiate

- How do I get ready to negotiate?
- How do I prepare for a successful negotiation?
- How should I behave during a negotiation?
- What should I do once I have come to an agreement?

#### Target audience

This course is designed to appeal to sales people at all levels. Less experienced sales people may not have considered these topics before and will find significant improvements in the way they operate and in their overall effectiveness.

Those who are more experienced or senior will value the opportunity to spend time on these critical issues discreetly.

#### Additional services

**Blended learning:** ½ day workshops available.

**Tailoring:** include your examples and issues.

**See also:** *Principles of Consultative Selling, Conversations with Customers, The Consultative Sales Process, Account and Territory Management, Customer Service, The Internal Sales Person.*