



Negotiation Skills

03 Days | 08:00 am – 04:00 pm

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Summary

In today's competitive market decision makers are becoming more sophisticated as they seek to manage the buying process to drive the best possible deal. Assertive buying strategies and competitive forces present a significant threat to sales revenues and profit margins.

Assertive sales negotiation strategies aim to increase sales revenue whilst creating the best possible value for the customer. Focused analysis of the power balance within competitive sales situations coupled with strong processes can equip the sales person to get the maximum value for their solution.

Purpose of course

This three - day course explores the complexity of the power balance within the sale and presents practical techniques for maximising the value of our offering and reaching the most profitable solution.

Who is this course for?

The workshop is designed for people (employee level or/and senior level) who are seeking to gain confidence in resolving a point of difference, or the advantage in the outcome of a discussion and produce positive outcome from an agreement upon courses of action through the proactive use of advanced negotiation techniques.

The course

The course will be highly interactive and will include, syndicate work, role-play, group discussions and presentation exercises.

The course content will include:

Day 1

Principles and fundamentals of sales negotiation

- The practice and psychology of the buying decision making process (DMP)
- Key business drivers and their impact on buying decisions and negotiations
- Understanding customers and buying cycles
- Outline of assertive buying tactics and strategies
- Managing the impact of multiple decision makers and referral to higher authority
- Outline of proven negotiation strategies
- Creating a 'Total Value Proposition'

Day 2

Defining the 'negotiation toolkit' and strategy

- Exploring the value and USPs of our solutions
- Setting strategic objectives and focusing on best value solution
- Evaluating competitive offerings and perceived cost of the 'work around' solution
- Objection handling strategies that keep the sale alive
- A review of variables within the total value proposition
- Switching costs
- Rapport and relationship
- Bundling of complementary products
- Perception of financial and political risks

Day 3

Skills and techniques for the execution of successful negotiations

- The practice and psychology of Transactional Dynamics
- Setting the agenda of the sales and DMP around Total Value
- Establishing our credibility and managing the perception of our authority
- Using the Probing Cycle to:
- Understand our customer, their needs and sensitivities
- Demonstrate a consultative approach and build the relationship
- Build the customer's perception of the value of our solution
- Set the agenda of the DMP around Total Value
- Describing our offerings and articulating their value to individual customers
- Maintaining a positive climate
- Advanced closing techniques
- Strategies for finding the root cause of objections
- Getting a positive and lasting commitment
- Techniques for saying 'no!' and moving the sale forward