

Negotiating Skills in Sales

Who should attend?

Sales representatives, sales managers, and account managers faced with the challenging task of negotiating with customers in order to make a sale that is a clear win-win.

So what is Negotiating Skills in Sales?

This is an engaging and interactive 1 day workshop which focuses on developing the art of negotiation between buyer and seller. Demonstrates how one creates a win-win for both parties so that everyone leaves happy and relationships continue to flourish.



Workshop Objectives



During this 1 day workshop participants will:

1. Understand the nature of negotiation
2. Understand the central concepts in negotiation
3. Develop a toolbox of negotiation skills, strategies, and approaches
4. Negotiate with different kinds of people
5. Learn different negotiation outcomes
6. Learn the steps of the negotiation process
7. Learn how to be prepared
8. Bargain
9. Learn about mutual gain
10. Learn how to close
11. Learn how to deal with difficult situations

Key Benefits for You and Your Organisation:

Negotiation is the art and science of establishing a win-win situation between two or more independent parties. In the sales process, it is essential that both buyer and seller come to a mutually beneficial agreement in order to increase the chance of longer term relationships.

People-
Centric the
difference
that makes the
difference in
training