

Negotiation Skills

Course Outline

Good negotiation is core to the success of every meeting.

To the sales person this is imperative to avoid any loss of profitability.

This course looks at how the sales executive can achieve a higher understanding of the importance of sales negotiation skills.

Course Objectives

- Why is negotiation so important
- Prepare more effectively for a meeting
- Negotiate with an approach of trust and rapport
- Objections - how to overcome them and find solutions
- Understand any barriers that might arise in a meeting
- Win-win solutions and how to develop these
- Negotiation with the interests of all concerned
- Successful planning
- Understanding any objections to a pitch and when you should walk away
- Creating common ground
- The closing stages of negotiation

Course Designed for

All Sales Executives, Sales Managers and Directors who have direct contact with clients in a sales environment who require a more comprehensive overview of negotiation to increase business awareness with major companies.