

Negotiation

- Participants:** Sales and Sales Management (advisable so as to enable ongoing coaching of the sales team).
- Time:** 1 day.
- Course preparation:** Participants must attend with detailed information regarding their largest or strategically most important sales opportunity. This information will be used to develop winning action plans in a *totally confidential manner*.
- Preferred prior training:** Solution Sales and C-Level Selling (selling to executives).

Programme Overview

Negotiation is fundamental to any sales situation as well as business in general. The successful outcome of negotiation is critical to profitable revenue growth. Improved negotiation skills ensure increased contract win ratios and incremental revenue at better profit margins.

All too frequently salespeople view the negotiation as part of the 'end game' in selling rather than an integral, ongoing aspect of the overall sales cycle. By leaving the negotiation to the last minute salespeople allow themselves to be forced into price discounting rather than agreeing a fair price for value offered. This course is focused on reversing that typical situation.

Course Objectives

- Understand the importance of starting early
- Understand business drivers, need satisfaction and value
- Preparation
- Learn modern, best practise negotiation fundamentals/principles
- Ensure positive negotiation and results

Introduction

- Collaborative partnership approach to negotiation
- The importance of starting the negotiation early vs. last minute

Business drivers, need satisfaction and value

- Reminder of compelling need
- Understanding the true meaning of business value
- Preparing a *value oriented* approach to negotiation

Preparation

- Relationships, power and influence
- Trade-offs and alternatives to the ideal outcome
- Basic preparation and timeline planning
- Creating a **Value Chart**
- Focusing on 'interest' rather than 'position'
- BATNA (best alternative to no agreement)

The renewal negotiation (face-to-face)

- Proxemics, table seating arrangements and body language in negotiations
- Active listening
- Handling provocation
- Creating a **Mutual Interest Chart**
- Aiming high
- The discount game