

Sales Negotiation Skills: *Reaching High-Quality Agreements™*

Have you ever experienced the frustration of a negotiation approaching stalemate?

Did your last negotiation hurt your relationship with the other party?

Do your sales agreements benefit the customer at the expense of the company?

To be a great salesperson, you must be a great negotiator. Knowing the appropriate strategies for sales negotiation and how to manage the negotiation process from planning to implementation is necessary to achieve high-quality, lasting agreements that strengthen your company's relationships with clients. But how do you go about achieving this "win-win" situation? This highly interactive workshop gives participants many opportunities to practice what they learn and receive real-time feedback from audio recorded exercises.

TOPICS

- ❖ Stages of Negotiation – The Road Map
- ❖ Customer Needs and Tradables™
- ❖ Becoming Tactically Bulletproof
- ❖ Overcoming Obstacles to a Win-Win Agreement
- ❖ Application Planning: Negotiation Situation

RESULTS

Participants will be able to:

- ❖ Determine when to negotiate—and when not to
- ❖ Utilize a road map of the negotiation process effectively
- ❖ Demonstrate the skills critical for reaching high-quality agreements
- ❖ Maximize power by uncovering and analyzing underlying needs and tradables
- ❖ Plan and prepare for customer and internal negotiations
- ❖ Identify and neutralize tactics
- ❖ Plan for and practice an actual negotiation situation

All courses can be customized for each group's specific needs.