

Professional Sales Negotiations™

Program description

Professional Sales Negotiations™ is built on recent global research which identified the critical success factors associated with negotiation success today and into the future. A two-day program, Professional Sales Negotiations™ focuses on three key areas: Sales Negotiations Defined, Preparation, and Leading a Negotiation. Throughout the program, participants focus on planning for their own client negotiations, brainstorming options with their peers, and practicing negotiation strategies. Importantly, participants work with complex negotiating situations in class, allowing them to succeed in the field – in not only similar scenarios – but also “in the moment” or less complex scenarios.

Learning objectives

- Determine which situations require selling sales skills versus transactional or consultative negotiation skills and when to use these skills.
- Analyze the customer and sales points of view to gain the perspective needed to negotiate effectively.
- Develop a negotiating strategy that optimizes the outcome for all parties and results in a mutually beneficial agreement.
- Adopt a rational mindset for negotiating.
- Lead a consultative sales negotiation through to a successful conclusion.
- Redirect counterproductive behaviors to maintain a consultative approach.
- Generate variables and alternatives which satisfy the requirements of all parties and satisfy both negotiating and relationship goals.
- Utilize planning tools to prepare for negotiating success – in the moment.

Modality

 **2 days**

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Languages

 American English, Chinese (Simplified), Portuguese (Brazilian), Spanish (LATAM)

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- **Audience:** First-level, mid-level and senior leaders

 **Train the trainer certification: 3 Days**

Skills

- Negotiates strategically/tactically
- Understands issues/motivations
- Develop a list of alternatives to alter the proposal
- Handles clients who engage in unproductive negotiating tactics
- Prepares clear plan for any negotiation
- Exchange alternatives to resolve differences
- Handles impasses
- Secures a final agreement