

SALES & MARKETING NEGOTIATION SKILLS



COURSE OUTLINE

COURSE OBJECTIVE

This course will enable participants to negotiate constructively with clients and to carry out a negotiation that creates a 'win-win' outcome for all parties. Further this course builds on participants' existing negotiation skills and gives them additional tools and techniques to take their skills to higher level with confidence. The course also develops the positive mindset of a successful negotiator in accomplish his or her task specifically in today's challenging business opportunities.

COURSE LEARNING OUTCOME

By the end of this training, the participants would have:

- 1. Learnt how negotiation fits into the sales process and how to handle the pricing effectively hence create a more advantage skills in negotiations.*
- 2. Understood various styles of negotiation and how they can negotiate constructively with various parties.*
- 3. Applied effective principles of negotiation within their negotiation conversations.*
- 4. Clearly identified objectives, entry and exit points within a negotiation discussion with their potential clients.*
- 5. Enriched their communication and interpersonal skills to build, maintain good rapport and achieve a win-win result via negotiation.*

TARGET AUDIENCE

Sales people who want to improve their negotiation skills, no matter junior level or at a senior level position in their organisations. This course is for businesses and individuals who want to learn to negotiate effectively and maintain a strong ongoing relationship with various parties.

METHODOLOGY

Online, Face to face lecture, discussion, group activity, case study, experience sharing.

DAY 1

OUTLINE FOR THE DAY

INTRODUCTIONS& PRE-TEST

NEGOTIATING and SELLING

- The difference between selling and negotiating*
- *Negotiation as part of the sales process*
- *What is negotiation?*
- *Negotiation exercise*
- *The key skills of a top sales negotiation*
- *Effective negotiation – Structure and process*
- *Win-Win negotiation – Impact for you*

PLANNING and PREPARATION

- Setting your objectives for a meeting*
- *Planning and preparing – What others expect from you?*
- *Price differentiator value vs price – Building value rather than reducing your price*
- *Know your LIM – Ideal Outcome, Intend to get, Walk away points*
- *Understanding your BATNA – Best alternative to a negotiated deal.*
- *Techniques that buyers use and how to respond*

COMMUNICATION SKILLS APPLICATION

- *Listening and Questioning*
- *Body language and Testing assumptions*
- *Identifying and Exchanging information*
- How to establish wants and needs – Understanding their business drivers*

- *How to listen for what's not being said*
- *Verbal and non-verbal communication – What does your face and body positions tell the client?*
- *Assertive body language and written communication*
- *Effective questioning and listen skills*

DAY 2

REFLECTIONS of DAY1 AND OUTLINE FOR THE AY

SIGNALLING and PROPOSING

- *Techniques and skills to advance the negotiation*
- *Packaging your proposal to address the client's business drivers*
- *Understanding what part of your proposal isn't suitable if declined*
- *Identifying the negotiating games people play*
- *Recognising negotiation tactics and how to bring the conversation back to a collaborative negotiation*
- *Knowing when and how to secure the deal*
- *Phrases to use to propose, decline and recommend alternative solutions*

TACTICS AND TECHNIQUES

- *Techniques for opening and developing negotiations*
- *Rapport building – Helping to get good relationship*
- *Assessing the balance of power for us*
- *Spotting the voice and body language*
- *How to negotiate creatively and avoid weakening our position*

BEHAVIOURS, BELIEFS AND EMOTIONS IN NEGOTIATIONS

- *Constructive beliefs for negotiating*
- *Managing our emotions*
- *Behaviours – The Right Attitude (Positivity and Negativity)*
- *Language used*

BARGAINING, SETTLING and AGREEING

- *Moving to definite proposals*
- *Settling - Reaching agreement and setting action plans*
- *Giving and getting concessions*
- *Suggesting actions to move forward*
- *How to propose discounts*
- *How to achieve win-win scenarios*

POST-TEST