



NEGOTIATION FOR SALES

There is no denying it; your life is impacted by negotiations. There are many types of negotiations that you are involved in everyday; some are more important or more complicated than others but you are constantly negotiating. When you try to agree with a stranger over the price of a house, you negotiate. You negotiate with your significant other over where and what time you are going to dinner. The issues are both small and large, but anytime you engage in back and forth discussion with another person to reach an agreement, you are negotiating.

Unfortunately, the old saying is quite true: "When negotiating, you will only get what you ask for".

Target group

Early to mid-career managers and sales professionals

Topics

- ⇒ Why negotiate?
- ⇒ How to understand and use leverage?
- ⇒ How to prepare for a negotiation?
- ⇒ Are there different types of negotiations?
- ⇒ What are the common elements of a negotiation?
- ⇒ Understanding sources of power?
- ⇒ How to defend your value?
- ⇒ When to leverage your relationships?
- ⇒ How to build a negotiating plan of action?

Approach

The training course is instructor led and is designed to be highly interactive with practical exercises. All modules include Commitments to Action (CTA's) which ensure that the learning is applied in the field.

Duration

2 days

Course objectives

After this training course, you will be able to:

- ⇒ Develop a framework and plan of action for upcoming negotiations.
- ⇒ Leverage your value during a negotiation.
- ⇒ Feel confident and in control when negotiating.

Follow up courses

Building an Annual Operating Plan (AOP); Leading Virtual Teams