

# **COURSE TITLE: SALES NEGOTIATION SKILLS**

## **COURSE INTRODUCTION**

The business world is moving at an accelerating pace. The demands of a salesperson for the 21st century is much greater compared to yesteryears. Decision makers are becoming more sophisticated as they seek to manage the buying process to drive the best possible deal. Assertive buying strategies and competitive forces present a significant threat to sales revenues and profit margins.

The Sales Negotiation Skills course aims to increase sales revenue whilst creating the best possible value for the customer. Focused analysis of the power balance within competitive sales situations coupled with strong processes can equip the salesperson to get the maximum value for their solution. The training directly addresses the challenges to confidence and motivation levels within salespeople and negotiators.

## **COURSE OBJECTIVES**

This workshop is designed to help participants understand the challenges in sales negotiation, to learn new strategies and tactics to achieve best possible deal by creating a win-win relationship with their customers. Participants in this course will:

- Understand the key fundamentals of negotiation psychology and characteristics of an effective sales negotiator
- Distinguish and incorporate strategic company objectives into a focused negotiation strategy
- Identify key business drivers within the targeted organizations and recognize their impact on the negotiation
- Set the agenda of the sales process around your capabilities and strengths ❖ sensitivities
- Anticipate assertive buying tactics and strategies and competitor strategies
- Create powerful descriptions of products and services and a strategy for articulating their value within the negotiation
- Handle objections and present compelling reasons to buy and close with confidence and authority and gain lasting commitments

## **COURSE METHODOLOGY**

Designed to be trained with a pencil and paper methodology and combined with game technology, exercises, quiz, assessments, case studies, role-play, presentations & group work.

## **TARGET PARTICIPANTS**

Sales, marketing, business development and service personnel involved in sales.

## **COURSE CONTENT**

### **MODULE 1: INTRODUCTION**

- **Icebreaker:** Meet & Greet
- (What did we learn from each other)
- **Quote:** Mahatma Gandhi
- OPRAH Etiquette/Schedule
- Why we are here?
- Identifying Skills Gap
- Course Objectives

### **MODULE 2: INTRODUCTION TO NEGOTIATION**

- What is Negotiation?
- Effective Sales Negotiation
- Model for effective sales negotiation
- Factors which determines success of negotiations
- Psychology of negotiation
- Characteristics of Effective Negotiator
- Top 10 Traits Exhibited
- Rate yourself as a negotiator
- A detailed analysis of traits and action plan
- Participant sharing

### **MODULE 3: ESTABLISHING OBJECTIVES AND TARGETS**

- Defining the aims/parameters
- The difference between bargaining & negotiation
- 7 principles
- Key elements
  - Two main types
  - Key to successful negotiation
  - Common outcomes
- Internal negotiation
  - Impact of value added sales relationships
  - Structure of a sale
- Steps in Negotiation
  - Preparation
  - Discussion
  - Proposal
  - Bargaining
  - Agreement

#### **MODULE 4: PREPARATION**

- **Profiling the account**
  - Steps to building Account Profile
- **Profiling the other negotiators**
  - Six Negotiating Styles
  - Activity: Styles chart
  - Six negotiating Personalities
  - Activity: Personalities chart
- **Role of Power**
  - **Negotiation Power**
- **Creating the right atmosphere**
  - Planning your negotiation
  - Planning Pitfalls
  - Preparation stage checklist

#### **MODULE 5: STRATEGIES AND TACTICS IN SALES NEGOTIATION**

- **An important question**
- Strategies, tactics & concessions
- What motivates us – basic interest & positions
- Primary motivations
- Principle/interest based negotiation
- **Strategies for negotiation**
  - Distributive strategies
  - Integrative strategies
- The rules of Trading
- Experienced Negotiators avoid
- Negotiation Skills BATNA
- Negotiation Outcomes

#### **MODULE 6: OPENING THE NEGOTIATION**

- Discussion stage
- 12 Point Checklist
- Market Intelligence
- Types of Market Intelligence
  - Competitor
  - Customer
  - Product
  - Technology
  - Social Media
  - Geopolitical
- Demonstrating Personal Credibility
- Seven tools for establishing credibility

## **MODULE 7: REACHING AGREEMENT AND GAINING COMMITMENT**

- Proposal, Bargaining & Agreement Stage
- Counter tactics
- Manipulative tactics
- Overcoming Common Objections
  - Price
  - Selection over competition
  - Fear of change
  - Timing
  - Need for other input
  - Personal politics

## **MODULE 8: POST-MEETING REVIEW**

- Deadlock in negotiation
- 5 steps in resolving negotiation deadlock
- Experienced Negotiators use
- Ask open-ended questions
- The importance of trust
- Tips for building trust
- Challenges for an effective negotiation
- Dilemmas with ethics in negotiation
- The progression of a sale
- Post-interaction repository

## **MODULE 9: PRACTICAL EXERCISES**

- Principled Negotiations
  - People
  - Interests
  - Options
- How to get to a Win-Win Solution
- No elevator to success. Take the stairs
- Becoming a Mentality Monster
- Q & A
- Output assessment