

Negotiating to Win

Course Ref: TS3

Course aims:

- To identify the different stages of negotiation
- To develop practical skills in bargaining
- To build confidence in negotiating techniques
- To help delegates take control of negotiations

Benefits of attending:

- High quality training by experienced sales professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

Outline of programme:

The topics covered include:

- what is negotiation?
- The 5 step plan for successful negotiations
- how to successfully prepare for negotiation
- setting objectives
- gathering information about the other party's needs
- determining strategy
- presenting your case and testing assumptions
- taking control and recognising buying signals
- proposing remedies
- bargaining with IF
- closing and agreeing

Duration:

This course normally operates as a 1 or 2-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Selling for Success, Advanced Selling Skills, Telesales, Professional Networking at Seminars, and Marketing for Success.