

**Professional Sales Negotiation** is a highly interactive two day program, that ensures maximum value is extracted for every sales situation. The program provides a process to ensure your commercial outcomes are maximised while a long term relationship is built. Sales Negotiation can happen anywhere in the sales cycle but typically it will occur when the sale must be closed. Many Sales Professionals agree to less than ideal terms because they are not sure how to negotiate. This program delivers the skills and process to ensure Sales Professionals know how to get the best outcome in every sale they are involved in. Successful sales negotiation strategies are introduced as participants apply them to their real customer negotiations.

### Who should attend?

Professional Sales Negotiation is for Sales Professionals, Sales Managers and Teams looking for a negotiation approach where they need to both achieve better commercial outcomes and develop long term relationships with customers.

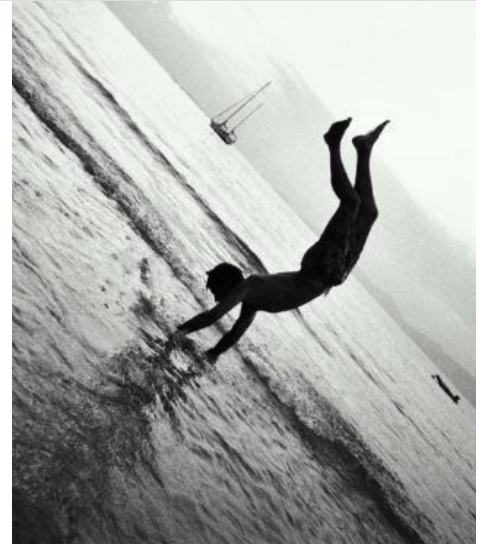
### Program Outline

- Setting negotiation goals
- Sources of power
- Identifying Bargaining Issues
- Developing Relevant Strategies
- Building position models around each issue
- Knowing how to read the other party's strategy and adjust accordingly
- How and when to adjust your negotiation style to achieve the outcome
- Protecting and building your price and revenue base
- How to frame your offers in a way that is most likely to get accepted
- Dealing with tough negotiators
- Various role plays

### How will participants benefit?

When Sales Professionals attend the program they benefit in four main ways:

- Feel more confident about achieving better negotiated outcomes and look forward to their next deals
- Understand how to plan the strategy for a negotiation to ensure they maximise the sales value and build the relationship
- More versatility in how they deal with customers, particularly customers who are tough negotiators
- Achieve more robust sales revenue



A fresh  
perspective  
on your  
performance