

Professional Sales Negotiation (PSN) is a highly interactive one or two day program that ensures maximum value is extracted for every sales proposal. That's where Sales Negotiation is required, 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 deal must be closed. Many sales people agree to less than ideal terms because they are not sure how to negotiate. This program addresses that need. Sales people who know how to negotiate know how to get the best deal 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?

PSN is for sales executives, 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. Even the best sales professionals are unsure about how to extract maximum value from the deal.

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 to get it accepted
- Dealing with Tough Negotiators

Business Benefits

The business benefits of the *Professional Sales Negotiation* program are to:

- 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.
- Protecting and building your price and revenue base to achieve more robust sales revenue.
- Knowing how to read the other party's strategy and adjust accordingly.
- How and when to adjust your negotiation style to achieve the outcome.
- Knowing how to notice the other party's tactical clues and adjust.
- How to frame your offers in a way that is most likely to get accepted.
- Uncovering the real value being sought by the other party and how to make offers to maximise their chance of success.



A fresh
perspective
on your
performance