

This 2 day workshop focuses on developing and strengthening the sales negotiation skills of sales people, without damaging valuable customer relationships. This hands-on workshop uses role play, exercises and personal feedback to improve delegates' skills and abilities to communicate, negotiate and handle difficult negotiation situations. Emphasis is placed on planning both one-to-one and group negotiations, whether they are face-to-face or over the telephone. The workshop will develop your abilities to:

- Increase profits through well planned and executed negotiations
- Understand when selling stops and negotiation starts
- Negotiate long-term value
- Manage customer relationships and their behaviour during and after difficult negotiations
- Eliminate time wasting deadlocks and conflict
- Understand 'value concessions' and how to trade them

## Who Will Benefit?

Anyone involved in negotiations regardless of business function

## Course Outline

- Define negotiation
- Where does selling stop and negotiation start?
- Characteristics of top negotiators
- The negotiation process – key principles and stages
- Common negotiation mistakes
- Planning and preparation
- Developing your negotiation case
- Interpreting and capitalising your 'values concessions'
- Closing
- Influencing skills
- Handling objections, challenges and conflict
- Creating win-win environments
- Selecting appropriate communication channels
- The different tactics for one-to-one and team negotiations
- Non-verbal communications
- Keeping the momentum going
- Reviewing your own negotiation skills

## Duration

2 Days

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