

Sales Negotiation Skills

 Duration: 1 to 2 days  Maximum group size: 12 people

Course overview

This course will give delegates the confidence to know when the sale is made and when the negotiation process starts. They will understand the importance of preparation and a structured approach when conducting negotiations, whilst always looking to achieve a win:win outcome

Delivery methodology

Futureproof's training workshops require all delegates to take a full and active role throughout. Our mix of trainer led discussion, facilitation, coaching and skills practice ensures that all delegates enjoy an interactive and supportive learning experience.

Who would benefit from attending?

Sales professionals who want to gain the core skills and confidence required to conduct effective customer negotiations.

Core development objectives covered

- What type of negotiations do you currently enter in to?
- What are the qualities of a good negotiator?
- The structure & key stages of negotiations
- Preparing your meeting strategy & tactics
- Well-structured questioning techniques
- Active listening skills
- Identifying when the negotiation starts
- Controlling when the negotiation starts
- Handling multiple decision makers
- How to exchange concessions without giving them away
- Understanding the bargaining process
- Personal confidence & avoiding manipulation
- Proposing win:win terms / outcomes



Want to tailor the content of this workshop and incorporate internal procedures, competency framework, organisational values & work-related challenges?

Get in touch with one of our Learning & Development Managers – 01623 409 824 • info@futureproof-training.co.uk