

# Strategic Sales Negotiations



Only those who risk going too far  
can possibly find out how far  
one can go

- T.S. Elliot

Success in negotiating is all about solving the problem not only about focusing on the ultimate goal for negotiation. Following a method, fostering a collaborative atmosphere to find areas of agreement requires specific skill and process development.

## Course Objectives

Recognizing the individual power and process of successful negotiations | Learning a robust process for a win-win negotiation | Understanding and implementing a strategic approach to negotiation

## Who can attend?

Anyone involved in the Sales Negotiating Process.

## Course Coverage

- Negotiating - An art or a science?
- Successful Negotiation - The 4 elements
  - Strategy | Process | Skills | The win-win drive
- Are we selling or are we negotiating?
- Where does Negotiation happen in the buying process?
- Influencing the Customer - pre negotiation
- A strategic approach to negotiating
- Successful Negotiation - The Process
  - Preparing | Discussing | Proposing | Bargaining
- Successful Negotiation - The tools & techniques
  - The Negotiating checklist analyzing offer | competition | Customer
  - The cost vs. value matrix
  - 'If then' technique
  - Tactics and counter tactics
- Successful Negotiation - The core skills
- Steering and controlling | Absorbing and responding | Trading variables assertively | Deadlock management | Building productive relationship
- Successful Negotiation - The behavior mind-set
- Successful Negotiation - new prospect or existing customer - selling a price increase



## 3 Steps of the course

1

### Before arriving for the course

- A set of readouts
- A case study analysis
- A live negotiating situation template
- A self-assessment on current capability of Negotiation

2

### During the Course

- Concepts, tools, application
- A certification test at the end of the course
- Individual Action Plan
- Preparing a plan for a specific negotiating opportunity

3

### 4 - 6 Weeks after the course

- A one hour telephone / Skype review
- Reinforcing learning
- Marking of the test results and certifying towards STRATEGIC SALES NEGOTIATIONS -PROCESS, SKILLS AND ORIENTATION