

Employee Growth- A Two Day Course

Sales Negotiation Skills

Sales Negotiation Skills that Informs, Persuades and Closes for Great Selling Results

WHO SHOULD ATTEND?

New and existing external and internal sales staff at all levels, entrepreneurs and small business owners that want to learn (or relearn) and improve their sales negotiation competency so that they can get the very best return from their selling effort in pursuit of their targets and the organization's goals.

COURSE DESCRIPTION

Sales are the activities involved in selling products or services in return for money or other compensation. It is an act of completion of a commercial activity (a trade). The role of the *salesman is to generate profitable sales revenue through effective sales and marketing activity. Effective negotiation is a key element in any business result and knowing how to negotiate effectively whilst selling will help you to get a better result every time. Sales negotiation skills are required to build competitive edge whilst maintaining presence that allows you to build positive relationships and maximum value. Mastery of the sales negotiation process is a vital for effective selling and individual and team contribution that drives business growth.

Sales Negotiation Skills is a proven and very practical approach to sales negotiation that covers the basic elements of the sales negotiation process. The program takes a holistic view of sales negotiations at a normal level and introduces the delegate to the fundamental knowledge, skills and attitude required to behave effectively and confidently manage any sales negotiation to a great result.

The program is well researched, knowledge-based and designed with the individual learner at the centre of the learning process which means that the course is extremely interactive and practical.

*Salesman means Saleswoman too; The Whole Thing celebrates equality in every dimension.

COURSE OBJECTIVES

By the end of this course delegates will be able to:

- ✓ Determine your role as a sales negotiator
- ✓ Determine how to maximize profits and value in every sales negotiation
- ✓ Determine the non-verbal elements of sales negotiation
- ✓ Identify how to manage the emotional and behavioural dimension of sales negotiation
- ✓ Identify techniques to establish a positive sales negotiating environment
- ✓ Identify a toolkit that offers a range of options and solutions to trouble spot, bargain and close any deal
- ✓ Recognize how to assess risk and implement contingency in event of non-agreement
- ✓ Produce drive to self-develop in negotiation
- ✓ Produce positive impact on the overall performance of each delegate and the organization

COURSE CONTENT

DAY 1 • SALES NEGOTIATION FUNDAMENTALS

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Relevance and Importance of Sales Negotiation

- Agreeing definitions – ‘Sales’ and ‘Negotiation’
- Why Negotiate?
- The Benefits of Effective Sales Negotiation

Understanding the Selling Essentials

- Sales Pitch – why people should buy from us!
- The Buying Process – from Vendor to Valued Partner

Sales Negotiating Styles

- Types of negotiation
 - Positional negotiation
 - Principled negotiation (Harvard Model)
 - Situational negotiation
- Adopting win – win or win-lose negotiation styles
- Knowing your strengths and weaknesses
- Exercise – Characteristics of Great Sales Negotiators
- The 8 qualities for Success
 - Desire; Commitment; Responsibility; Hard Work; Character; Positive Believing; The Power of Persistence and Pride of Performance
- Activity: individuals complete a SWOT analysis of themselves
 - Result of this activity highlights potential training needs for the individual
- Overcoming your limitations (linking your beliefs to your behaviour)
- Negotiator Personality Types
- Activity: Examining your style of negotiating
 - Individuals chart their styles on a chart. Enables individuals to assess how they might expect others to react to them during a negotiation
- Non-verbal communication
- Your Presence
 - Activity: Communicating through body language
Working in pairs role play a given scenario (scenario to be advised on the day)
Purpose is to demonstrate the power of non-verbal communication and its effect on parties present at a negotiation meeting

The Sales Negotiation Process

- 5 Phases of Sales Negotiation Process
- Planning (Sales Call)
 - Understanding Value Creation
 - Defining objectives and strategy
 - Knowing your boundaries – what is the real bottom line?
 - Activity: Defining objectives for a sales negotiation
Individual creates the objectives of a recent negotiation they have been involved in.
Group discusses the relevance of the objectives
 - Activity: List the factors which can be planned for in a commercial negotiation
 - Identifying the stakeholders – individuals or teams
 - Prioritising the agenda
- Discussion
 - Creating the right environment
 - Face to face or telephone?

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- Your place or theirs?
 - Active listening
 - Checking pre negotiation assumptions
 - Questioning techniques
- The Proposal
 - Getting the other party to declare first
 - Using initiative and creativity
 - Rejection avoidance
- Bargaining
 - Attaching conditions to concessions
 - Trading variables
 - Making notes
- Closure
 - Reaching agreement
 - The do's and don'ts of agreement
 - Following up
 - Monitoring performance

Activity: Planning a Sales Negotiation

- In teams create a plan for an upcoming negotiation (scenario to be provided on the day). Teams to present their plan to the whole group

DAY 2 • SALES NEGOTIATION IN ACTION**Persuasion Techniques**

- What is Persuasion?
- Activity: Selling up through persuasion
- Working in small groups construct an argument to persuade a supplier to lower the cost (scenario to be provided on the day). Arguments to be presented to the whole class to see if they are 'persuaded'
- Methods of persuasion
- Gaining trust
- Resolving conflict and dispute

Sales Negotiation Tactics

- Dealing with different personality types
 - Dealing with difficult negotiators
 - Dealing with frustrating negotiations
- Categories of power bases

Sales Negotiation Mistakes

- Negotiation Decision Making Traps
- Activity: Case study dealing with sales negotiation mistakes
Group activity of buyers and suppliers. A scenario (to be advised on the day) is given to the groups for them to work through and present their responses.
The activity can be interpreted in various ways but invites mistakes and avoidance of mistakes
- Skilled sales negotiators do's and don'ts

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Practice Makes Perfect

- **Activity- “Unbelievable Deal”**

Scenarios will be provided to enable the participants to plan, hold a sales negotiation and close the deal. Results of this activity allow for teams to consider difficulties, mistakes and communication and influencing skills and identify where their own skills might be strengthened. Teams will role play the scenarios with sessions **filmed for rewind and replay**. During each delivery those watching complete a Sales Negotiation Observation Sheet that records their observations and comments on each team role play based on the principals and checklists given earlier in the program.

Objectives

- ✓ Determine effective sales negotiation technique
- ✓ Practice key sales call skills especially:
 - Bargaining
 - Closure
- ✓ Identify key insights and learning gained through this activity

Key Learning Review

- Group discussion and professional feedback to consolidate key learning. Delegates will leave the day with a list of development activities to improve their sales negotiation competency back at work.

IN ADVANCE

Each delegate will be asked to complete a pre-course questionnaire to determine their individual learning objectives. These will be used by the trainer to give on track training that is focused on the individual learner attending.

The most appropriate training format, content and approach for this course will be discussed with you prior to the start of your course.

ON-TRACK FOR GROWTH

The individual leaves this program with a **Personal Action Plan** to encourage immediate transfer of training to the job.

EVALUATION TO ENSURE CONSISTENT QUALITY

All our courses are evaluated at Kirkpatrick’s Reaction and Learning levels as part of our quality control process as follows:

Level 1- Reaction- Training Course Evaluation Form

This training course evaluation form is used to maintain and improve the standards of our training courses.

Level 2- Learning- Pre and Post Training Test

The test is confidential and used to evaluate our training, **not the delegate**. The results help us answer the question “Did people learn what we wanted them to learn from the training?” This test is run at the beginning and at the end of this training course.

The Whole Thing can help properly position and align all learning and development with business priorities to ensure that effective evaluation is possible. We encourage all our clients to agree measures prior to any intervention so that return on investment (ROI) and process gets attention.

Please contact **The Whole Thing** to explore the many ways that we can help you.

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