

“Let us never negotiate out of fear. But let us never fear to negotiate. “

John F.
Kennedy

Negotiating
too soon is
the sales reps
biggest
mistake

Sales Negotiation Skills

Purpose

To provide instruction on the when, what and how of effective sales negotiations

Objectives

Participants completing *Sales Negotiation Skills* will be able to

- Distinguish between selling and negotiating
- Handle customer objections and concerns without making concessions
- Recognize tendencies toward a particular negotiation style
- Learn how to read the negotiation style of others
- Learn the four criteria which must be established before negotiating
- Apply the ten steps of planning for negotiations
- Understand specific negotiation alternatives
- Conduct effective win-win negotiations
- Organize and manage team negotiations
- Handle counterproductive behaviors
- Maintain and increase profit margins
- Build customer perceptions of value
- Nurture long-term customer relationships through successful negotiations

The Training

Classroom format 16 hours or in modules

Customized case studies and practice sessions

Prerequisite of participation in *Customer Focused Selling*



CUSTOMER FOCUSED SELLING SERIES