

MAKING THE NEGOTIATED SALE

A one or two day, practical workshop in which the participants learn through role plays and practical exercises the skills and practices of negotiation.

Objectives

The participants will develop skills and techniques to

1. Prepare and plan for successful negotiations
2. Understand the buyer's perspective
3. Close more sales, more profitably

Content

Objectives & introductions

The course leader introduces the course, explains the administration and housekeeping, sets out the objectives and details the content that will be covered so as to achieve the objectives. The delegates introduce themselves and are given the opportunity to set any personal objectives.

Preparation & planning for the negotiation

Successful negotiation starts before you even meet the customer, we review every aspect of preparing and planning for a negotiation - timing, venue facilities, the offer, the concessions, who will be involved.

Developing negotiation strategy & tactics

The participants are taught a simple process for planning and executing a negotiation strategy. We look at the do's and don'ts and what is acceptable negotiating etiquette. We look at how to assess relative strengths and weaknesses of the customer and the competition.

Understanding the buyer's perspective

There are two parties in a negotiation and we often underestimate the stance of the customer. We look at who is buying what, personal and professional agendas, their personality and how to best handle that particular personality. This session looks at how the buyer prepares, the tricks and techniques they will engage and what win-win really means. We look at a simple tool for analysing the "opponents" negotiating position.

Customised case study negotiation role play

Prior to the workshop we will write a case study specific to your organisation and the situation your sales people find themselves in. The programme concludes with a detailed, in depth role play based on this case study with all programme participants taking part.

Summary and review

Participants review the programme and highlight the key actions they will take on their return to their territory.