



Objectives of this course

1. Outline the principles of good negotiating
2. Create a framework for a profitable deal
3. Introduce 15 very powerful techniques
4. Learn how and when to apply each technique
5. Practice the entire negotiation process

Course content

Module 1 – Principles of Good Negotiating

- Understanding true Win-Win-Win
- Establishing trust (The #1 Rule!)
- The #2 rule of sales negotiations

Module 2 – Creating the Profitable Deal

- Ways to increase profit without offending the customer
- Learn how to establish price ceilings and floors
- Using the law of averages

Module 3 – Presenting and Discussing Proposals

- Understand the elements of a professional sales proposal
- How to present proposals for maximum advantage
- Gaining customer commitment

Module 4 – Profitable Negotiation Techniques

- Introduction 15 of the most powerful methods available
- Learn the effect each has on the outcome
- Being able to combine techniques to increase profits

Module 5 – Applying Each Technique

- Learn how to create an organized approach to each deal
- The Rule of Three's
- Choosing your fall-back option



Content continued

Module 6 – Addressing Customer Concerns

- Identifying obstacles
- Reading unspoken signals
- Avoid deal “killing” gestures

Module 7 – Closing

- Know when and how to close
- Using “No” and silence effectively
- Gain more commitments from customers

Module 8 – Role Plays

- Practice each skill or step
- Identify strengths and areas to improve
- Provide group and/or instructor feedback

Format:

- Lecture, open discussion and group exercises (Highly interactive)
- Case Study review
- Role Playing

Preferred class size: Minimum of 8; Maximum of 25 per session

Duration: 1 to 3 days

Price: Available on request