

Sales Negotiation & Influencing

Understanding how to effectively influence and negotiate with decision makers is the key to achieving a successful sale.

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

- John F. Kennedy



During a negotiation, being able to establish the client’s interest and position, as well as understanding the difference between what they want to achieve and what they need to achieve is what gets the effective negotiator early control and a really great deal. What we cover.

*Tactical and Ethical Negotiation
Negotiation Style
Want to get, expect to get, better get*

The Boot Camp

In this highly participative module, you will learn how to take early control of a negotiation in order to strengthen your position and effectively drive through the sale. We cover the strategies used by skillful negotiators as well as show you how to recognise the tactics commonly deployed by buyers and decision makers, so that you can prepare and respond with confidence. We cover:

- Adversarial and Cooperative bargaining
- Preparing to win
- The power of language, how not to lose control and influence
- The Negotiation WEB
- Understanding positions and interests
- Needs, wants and motivations
- The psychology of the decision maker
- SWOT analysis and objective setting
- Knowing and using concessions
- Spotting, countering and using negotiation tactics

Takeaways

Throughout this module, learning is aided via practical activities, group discussion and role-play. During day two, the concluding ‘team’ task allows the participants to try their hand at the negotiation table where they are tasked with the joint goal of reaching an agreement whilst keeping their cool and not losing site of the ‘win-win’ proposition. Delegates will learn how the different styles of negotiation can influence a sale and most importantly the resulting client relationship.

As with all diploma modules, attendees are required to review their learning daily and set relevant objectives in order to assist them in putting this into practice once back in the workplace.