

Sales Negotiation

Outcome

Delegates should be able to:

- Negotiate more effectively, thus improving business/customer relationships, and therefore improving business.
- Understand how to develop more positive outcomes from customer relationships to achieve a win: win situation

Course Content

To enable delegates to develop their negotiation skills and therefore preventing “people problems” and maximizing potential business opportunities.

Key Topics

- Good communication
- Active listening skills
- Checking understanding
- Negotiation not argument – bargaining to reach a mutually acceptable agreement.
- Negotiation – competitive or collaborative?
- Steps in negotiation
- Body language and non-verbal communication
- Personal appearance as a negotiating tool