



Negotiating and Closing

This Master Class is designed for sales people, sales managers and key account managers involved in negotiating win-win outcomes.

The day begins with two questionnaires, each one a psychometric test on a crucial aspect of negotiating skills. Before the mid-morning coffee break, delegates will have already established how effective or not - they are at the negotiating table, and pinpointed many specific areas for personal improvement.

The 'Feel Good Factor' shows delegates how to focus on the four most crucial aspects of any selling situation. An examination of Stanford Research Institute's VALS Survey demonstrates how the sales person should focus on those aspects most important to the customer, whilst avoiding dislikes. Then it's simply a matter of asking two questions, and the sale has reached 'closing time' - every time.

The final part of the **'Negotiating and Closing'** Master Class shows delegates how to develop the 'Closing Habit' - how to recognise READY signals; the non-verbal element of any face-to-face buy-sell discussion that is so crucial to knowing WHEN to close.

Course objectives

- To win more business and margin at 'Closing Time'
- To improve negotiation skills
- To develop a 'Closing Habit'

Delegates will learn

- To assess their aptitude and attitude towards negotiating
- The qualities of an effective negotiator
- Principled negotiation - focusing on merits
- Syndicate exercises - negotiation objectives
- How to create the 'feel good factor'
- Understanding and using Values and Lifestyle survey (VALS)
- How to discover what the customer really wants
- How to develop the closing habit
- The non-spoken language of negotiating and closing
- How to close with your proposal
- If you don't close, you're working for the competition