

This powerful and state of the art negotiation skills Master Class is designed for salespeople, sales managers, key account managers and any other business executive 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.

This Master Class gives delegates an in-depth understanding of negotiation skills and tactics and how to prepare using a ‘six-step’ approach to negotiating. It shows delegates how to differentiate between the tactics required to deal with price challenges and the structure required to negotiate agreements and contracts.

The day also includes an examination of Stanford Research Institute’s VALS Survey which demonstrates how the salesperson’s negotiation style should be modified and tailored in order to appeal to the person they are negotiating with.



Master Class Objectives

- To negotiate and win additional business at a higher margin
- To develop an in-depth understanding of negotiation and how to prepare for it
- To gain a clear understanding about the differences between selling and negotiating
- To gain a thorough understanding of negotiation ‘variables’ and how to use them in a skilled and consistent manner
- To develop an ability to recognise ‘buying signals’ and ‘close’ i.e. gain the most appropriate form of commitment.

Delegates will learn

- How effective or not they are at negotiating and pinpointed areas for personal improvement
- What the qualities are of an effective negotiator
- How to use a ‘six-step’ approach when planning for a negotiation
- How to identify customer objectives and ‘motives’ when negotiating
- How to develop a co-operative and collaborative style rather than competitive (adversarial) when negotiating
- How to create the ‘feel good factor’ for the other party when negotiating
- How to use the Stanford Research Institute’s Values and Lifestyle Survey (VALS) to create and maintain rapport when negotiating
- How to identify negotiation variables to ‘trade’ with to avoid simply giving concessions
- How to develop the closing habit and ask for the most appropriate form of ‘commitment’
- If you don’t close, you’re working for the competition