

Negotiating Skills for the Sales Professional

Creating Profitable, Long-Term Business Relationships

Your bottom line depends on how well you can get what you want, by helping others get what they want. This business negotiation workshop delivers the principles, elements, and skills of creating successful deals for fruitful business relationships.

Participants learn why it's important to bond before bargaining, how to identify the facts and feelings essential to a deal, how to create successful strategies, position interests, uncover what the other side really wants, and communicate it all with confidence, composure, and persuasive punch. You'll learn how to prepare, probe, propose, and close deals that optimize your success.

Content

- How to open negotiations and set expectations
- Recognizing and responding to common haggling tactics
- Identifying both factual and emotional elements of deal
- How to prepare, probe, and propose with persuasive punch
- How to use negative, positive, and normative leverage
- Overcoming obstacles, stalemates, and roadblocks
- Controlling the timeline and communications pace
- Creating agreements that satisfy and build repeat business

Format

Onsite seminars from 4 to 6 contact hours

Breakout session formats of 60-90 minutes

Custom tailoring is available for select industries and professions

Web delivery is available

