

TMY-SS37: Effective Sales Negotiation

Course Code: TMY-SS37

Duration: 2 days

Instructor-led Training (ILT) | Virtual Instructor-led Training (VILT)

OVERVIEW

Buyers are becoming better at negotiating with their suppliers. It is extremely crucial for a sales professional to develop their skills in negotiation as it would avoid the losses associated with discounting and failure to close profitable deals. Investment in sales negotiation skills development would therefore become absolutely imperative for effective and successful sales executive.

This workshop is focused on setting in crucial principles for the development of robust sales negotiation sales and helping the sales professional to apply the relevant techniques

SKILLS COVERED

Upon completion of this programme, the participants will be able to:

- Identify 6 different stages of Sales Negotiation Process
- Develop a minimum of 2 different Sales Negotiation Strategies
- Apply 3 different Sales Negotiation Techniques

WHO SHOULD ATTEND?

- Sales Negotiators, Sales Executive, Sales Manager, Pre-Sales Consultant
- Level for Sales Executives and above

PREREQUISITES

There are no prerequisites required to attend this course.

MODULES**Module 1 - Sales Negotiation And The Business**

- What is Sales Negotiation and the Importance of it
- The Stages of a Sales Negotiation
- The Principles of Sales Negotiation

Module 2 - Sales Negotiation Strategies

- How to develop an effective Sales Negotiation Strategy
- Understanding your Customer's Needs and Wants
- Identifying the Boundaries of your Sales

Module 3 - Sales Negotiation Techniques

- Applying the Relevant Questions and Listening to Key Pointers in Sales Negotiation
- The 'Mind Reading' Techniques of an Effective Sales Negotiator
- Sending the 'Right' Messages during Negotiation
- Attracting your Customers with the 'Right' Offer
- The Typical Techniques to Handle Typical Tactics of Customers

Module 4 - Sales Negotiation In Action

- Developing your Negotiation Matrix
- Identifying the Right Time and Place
- Deploying the Negotiation Tactics and Tricks

Module 5 - Negotiation Evaluation

- Assessing yourself as a Negotiator
- Areas of Improvement to be the Super Negotiator
- Plotting Your SWOT as a Negotiator

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