

Sales Negotiation Skills

Overview

The workshop reviews the skills and processes of negotiating applied to your business. A major role play is designed to suit your business and the typical scenarios your sales people encounter, to ensure the practice is directly applicable. The result is a more capable sales team.

Target Audience & Size

Sales People – 12 Max - Dates to suit

Duration & Cost

2 days (2 or 1 + 1) £1600 per day - up to 12 people

Outcomes

By the end of the workshop participants will have;

- ✓ Defined the challenges of negotiating
- ✓ Reviewed the key skills required
- ✓ Practiced these skills in a major role play scenario
- ✓ Considered how to improve their negotiating techniques
- ✓ Created a personal development plan

Method of Delivery

Formal input, small group work, major scenario role play, coaching

Pre Workshop Task

Participants prepare situations where they wish to improve their future performance

Post Workshop Task

Follow up email action points to participants

Evaluation – www.mirtex.com

Participants can achieve a level 10 on the 1-10 MIRTEX scale = 'Actions implemented from the training had a significant financial impact'



Agenda

- Introduction and Objectives
- Challenges in negotiating
- Overview of role play
- Key principles of negotiating
- Process of negotiation
- Negotiation objectives
- Positioning
- Negotiating Strategies & Tactics
- Trading factors
- Negotiating tips
- Practice sessions & business scenarios
- Major Role play scenario
- Workshop Summary
- Personal action plans