



Negotiating for Sales Results

It is essential to develop your negotiation skills and strategies when you work in sales. You will be able to win more sales deals if you know how to prepare for each negotiation and what a win-win outcome should look. Some great negotiators understand the methods of building rapport, connecting with their opponent and bridging the gap to get closer to their goals. Once you understand the basis of great negotiation you can win a lot more clients, sales and improve profitability.

This session discussed the different styles of negotiation and the techniques and tools to achieve the outcomes your organisation is looking for. We can help tailor this session to suit your business products and needs. Learn more about our customised training by contacting one of our team members today.

Course Overview

The first part of the day will be spent getting to know the participants and discussing the workshop. Students will have the opportunity to identify their learning goals.

What is Negotiation?

To begin, participants will explore the different types of negotiation (including positional bargaining) and the phases of negotiation.

The Successful Negotiator

Next, participants will explore key attributes of a successful negotiator.

Preparing for Negotiation

During this session, participants will learn the elements of preparing for negotiation: identifying your fears and hot buttons; doing research into your issues and the opponent's issues; and preparing your WAP, BATNA, WATNA, and ZOPA.

The Nuts and Bolts

This session will give participants some tips on preparing their documentation and choosing a place for the negotiation.

Making the Right Impression

Next, participants will learn the importance of self-presentation during the negotiation, including small talk, attire, first impressions, and their handshake.

Getting Off to a Good Start

During this session, participants will explore how to establish common ground and how to use ground rules.

Exchanging Information

This session will look at how to exchange information and what to do if the negotiation gets off to a bad start.

The Bargaining Stage

Participants will learn six techniques for negotiating success. They will also have an opportunity to practice and observe these techniques through a role play.

Reaching Mutual Gain

Next, participants will learn about four obstacles to mutual gain and how to turn them into negotiation advantages.

Moving Beyond No

This session will look at ways to get past no and how to break an impasse, so that you can get to "yes."

Dealing with Negative Emotions

During this session, participants will explore some ways to deal with negative behaviors during a negotiation.

Moving from Bargaining to Closing

Next, participants will learn how to tell when it's time to move from the bargaining phase to the closing phase.

Solution Types

This session will discuss ways to build win-win solutions, achieve a sustainable agreement, and reach consensus.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.

Visit <https://paramountraining.com.au> for more information or call 1300 810 725