



ARIVU
Empower • Innovate • Perform

Sales Negotiations (2-days)

This practical and energetic two-day workshop provides all the skills sales people need to conduct profitable negotiations and maintain positive long-term business relationships.

This workshop will enable you to negotiate the best possible terms, seek out the buyer's real position and business drivers. You will understand how to negotiate based on offering solutions and adding value rather than price-focused conversations. The learning process is accelerated using interactive techniques to enable delegates to negotiate with confidence and skill back in the workplace.

By the end of this course you will be able to:

- Secure collaborative win-win results.
- Develop a negotiation strategy that supports rapport building and assertive conversations.
- Understand and demonstrate the 8 steps to negotiation.
- Use the most appropriate strategies and tactics for effective negotiation.
- Understand and demonstrate how to create value in your proposals that don't only focus on price.
- Strategise and prioritise your concessions and their trade value.
- Understand the role of procurement/purchasing and how to develop rapport with limited contact.
- Identify and demonstrate how to negotiate via written communication only.
- Be able to calmly work through client objections to manoeuvre through deadlocks.
- Get past deadlocks and achieve profitable agreements.
- Prepare and plan for the best possible results.
- Recognise when and how to close the deal.
- Understand the behaviours and signals of your client and respond to secure the best deal.

What you can expect to gain:

Planning your Negotiating Strategy

- Win-Win collaborative negotiation – what does this mean for you?
- How to Plan and prepare for a successful negotiation.
- Negotiation styles – identifying the different styles and their outcomes.

www.arivu.co.uk

**Innovative & Impactful Coaching & Consulting Services
To Transform Your Business**



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- Creative use of concessions to reduce price discounting while maintaining mutual value.
- Calculating and using your “No Deal Below”
- How to negotiate creatively
- How to avoid weakening your position
- Giving and getting concessions

Building Rapport – The buyer as a person

- Understanding human behaviour and mind sets
- Procurement - getting them on side
- How to listen for what’s NOT being said
- Verbal and non-verbal communication – controlling yours and reading theirs.
- Assertive body language and written communication
- Understanding what part of your proposal isn’t suitable if declined

Tactics and Techniques

- Techniques for opening and developing negotiations
- Rapport building – reducing barriers
- Identifying the negotiating games people play
- Recognising negotiation tactics and how to bring the conversation back to a collaborative negotiation
- Assessing and redressing the balance of power

Personal Development

- Recognising developmental areas; building on your strengths
- Committing yourself to change on return to the workplace
- Maintaining your motivation levels and boosting your drive

If you require any specific training or coaching skills to suit your specific needs, then we can tailor-make it just for you. Just call us on our number 087 123 76 767 for a chat.

What others have said about these courses:

“An excellent course, so many key points to take away”.

Mark Pugh, Allianz Insurance

To find out more about this course or to enquire about prices, training dates and locations, please contact us on **0871 237 6767 or email us at info@arivu.co.uk**

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