

SITUATION SALES NEGOTIATION

Most business negotiations work well when the interests of parties across the table are met. This workshop equips participants with the skills and tools to prep for each negotiation while working hard to meet the needs/interests of the other party, this way it's easier to achieve a win-win outcome for all.



LEARNING OUTCOMES

After completing this class, sales people will be able to:

- Design profitable, beneficiary business agreements for and with their customers.
- Gain better understanding of the concessions making processes, with major emphasis methods of avoiding needless freebies.
- Understand the processes of positioning products and services so as to create a high value and the best possible negotiation outcome.
- Apply fundamental sales negotiation principles to managing the value perception of the customer as well as avoid focusing untimely on pure price

Format

Instructor-led, 1-days Duration.

Audience

- Key Account Managers and Strategic Relationship Managers in B2B settings
- Individuals who manage high-net-worth key customers.

Prerequisites

Participants should ideally have prior selling and account management experience.

Course Content

Module-1: Introduction/ target audience identification.

Module-2: Research/ needs development.

Module-3: Analyses and understanding of the needs

Module-4: Solution Creation and delivery.

Module-5: Closing.

Module-6: After sales.

Module-7: Conclusion.