

Sales Performance Workshops



NEGOTIATION

Workshops



Quality and Affordable Sales Training

BUSINESS NEGOTIATION BOOTCAMP

Sales people are often challenged when negotiating against procurement, professional buyers, and committees. This workshop provides a game plan for preparing and conducting negotiations in a way that increase the probability of success. The practice session on handling tactics during negotiation is a lifetime skill that many professional sales people tell us they use many years after attending the program.



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.

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.



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SALESMaxx

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+234 8099901676 | email@salesmaxx.com | www.salesmaxx.com