



Advanced sales negotiations

This programme builds on your existing negotiation skills and gives you additional tools and techniques to take them to the next level. It focuses on the strategies, tactics and power that your customer may use in a negotiation, how to counteract them and how to leverage them yourself.

Around 2 hours • Face-to-face or virtual • Typically 4-15 participants • Supported by course notes • Interactive

Key course elements

Demands

- Converting demands to needs
- Identifying what's below the surface
- Generating options

Power

- The sources of power
- How to use and increase them
- How to lessen their effect on you

Tactics

- The common tactics you face
- How to counteract them
- How to use them

Participants will learn to...

- Convert customer demands to needs and generate and trade options to meet the
- Know the sources of power, how to leverage them and lessen their effect on them
- Identify and name a range of negotiation tactics and be able to counteract them
- Use a range of negotiation tactics