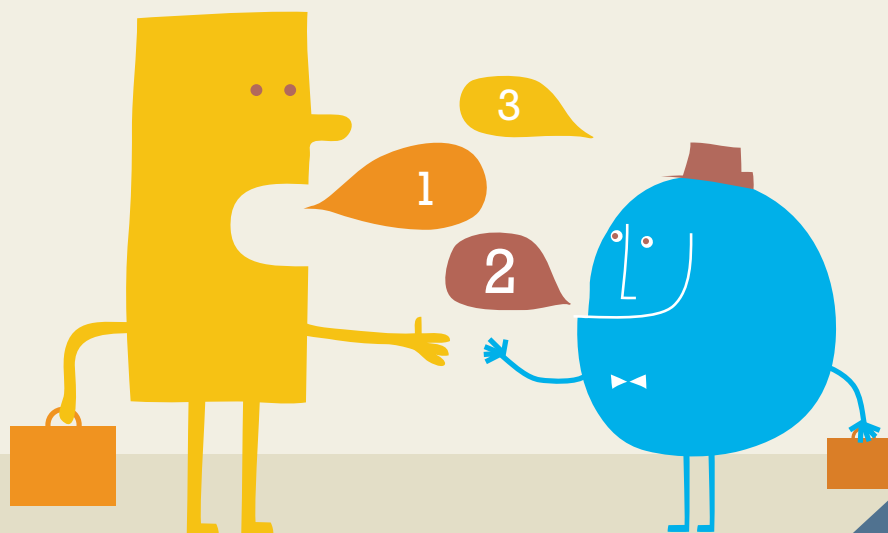


Negotiation Skills for Sales People

REED
LEARNING

Maximise your negotiating power and secure win-win outcomes.



Includes
e-learning & MP3
follow-up modules

WHO IS IT FOR?

- Anyone involved in sales negotiations on behalf of their company
- Sales people looking to get the best deal every time
- An essential course for sales managers, sales executives or purchasing managers

WHAT WILL YOU GET OUT OF IT?

- A strategy for planning and executing a successful negotiation
- Better face-to-face communication skills
- The ability to build rapport and ask questions to build flexibility
- The opportunity to role play with experienced actors to challenge you and really test your new skills

Book now

0800 170 7777

MORE.INFO@REEDLEARNING.CO.UK

WWW.REEDLEARNING.CO.UK/SNS

What's more...

Endorsed by the Institute
of Sales & Marketing
Management



Course
guarantee

Free refresher
courses

Negotiation Skills for Sales People

Includes eLearning refreshers at no extra cost

Successful negotiation is about planning intelligently, researching effectively, questioning correctly and learning to trade, not concede. This course covers all the practical methods you need to master these vital skills. You'll learn what works, what doesn't and why.



WHO IS IT FOR?

This course focuses specifically on negotiation as an aspect of sales, and the techniques used can be applied to sales in almost any industry.

Delegates are often looking to increase their chances of making and keeping valuable deals, through greater confidence in negotiation.

Their aim is mostly to close more deals through better planning and execution of formal and informal negotiations. Often delegates want to learn to ask the right questions and stand their ground without seeming pushy.

WHAT IS IT ABOUT?

This two day intensive workshop helps you assess your current negotiation style and arms you with tactics so you can walk into any negotiation with confidence.

You will get the opportunity to practice your skills with trained actors. This helps delegates test their new negotiating power and understand how to apply theory back to the work environment. Topics include:

- Identifying win-win objectives
- Asking 'what if' questions
- Dealing with difficult situations
- Learning to trade, not concede
- How to prepare and research intelligently
- Communication skills

WHAT WILL I GET OUT OF IT?

- The skills to create a constructive environment for negotiation
- Techniques to evaluate and research your opposite party
- An understanding of what negotiation is (and what it isn't!)
- The ability to achieve win-win outcomes every time
- A strategy for successful negotiation based on careful planning
- Improved face to face communication and rapport building skills
- Tried and tested questioning techniques to establish trades and build flexibility
- Tactics that ensure you will always trade and never concede
- The opportunity to role-play with experienced actors who will challenge and engage you, to help apply your newly acquired skills

YOUR PLACE OR OURS?

This course works effectively as an in-house programme, which can be tailored to the specific needs and learning objectives of new managers in your business.

In-house training is an effective alternative and costs less than you think. Courses can be delivered at your premises (or somewhere else if you prefer), and the solution will fit your organisation exactly.

If you have a group requiring Negotiation Skills for Sales People, call our in-house team on 020 7520 6600.

DON'T JUST TAKE OUR WORD FOR IT...

"Great training course with the ability to role play so that you make mistakes in a controlled environment and not in front of a customer!" Kramar Donachie, Sales Executive, Group 4 Technology Ltd

"A very practical course – the trainer really took into account all of our individual objectives and needs. Highly recommended." James Connor, Sales team member, Tikit Ltd

"The trainer clearly knew the subject from a practical standpoint – it was so refreshing not to have a trainer from a purely academic perspective." Mark Thatcher, Harman Becker Automotive Systems Ltd



Course Programme

Course runs monthly
from two UK
locations

Courses typically start at 9:30am and finish between 4:30pm and 5pm. Refreshments will be available throughout the day. Lunch and course notes are always included.

Delegates leave with powerful strategies to take charge of negotiations, and feeling confident that they can apply these in the real world.



**TO DISCUSS
WHETHER
THIS COURSE IS
RIGHT FOR YOU,
CALL OUR CUSTOMER
SERVICE TEAM ON
0800 170 7777**

DAY 1: KEY PRINCIPLES, THE IMPORTANCE OF RESEARCH AND PLANNING YOUR STRATEGY

Morning

What is negotiation?

- What negotiation is, and what it is not
- Identifying the traits of a top relationship builder
- The importance of planning
- Listening techniques and making assumptions

Key principles

- Negotiating vs selling
- Cheating the other party and how to achieve win-win
- Identifying early win-wins
- Consequences of poor negotiations

Preparation and objective setting

- Where to start when setting objectives: clarity and flexibility
- Setting your objectives
- Your client's objectives
- Conflict and creative solutions

Afternoon

Research and planning

- Planning a fallback position
- SWOT and PEST models and their use in your research strategy
- Your client's marketplace and how to use research to enhance your power
- What if the negotiation breaks down?

Trading limits and 'what if' scenarios

- A trading strategy to add weight to the bottom line
- Identifying tradeable features of your product/service
- Fixed, variable and tradeable costs
- Creative ways to add value

DAY 2 QUESTIONING, BARGAINING AND THE ASSERTIVE RESPONSE

Morning

Setting the scene and bidding

- Ensuring a constructive environment
- Managing initial bids
- Environmental and verbal factors
- 3 Vs of communication

Question setting and bargaining

- Techniques to control, trade with and conclude the negotiation
- Maintaining control with the right questions
- The BAD model
- Questions using 'What if?' and trading without conceding

Afternoon

Difficult situations

- Difficult and emotional situations when negotiating
- Strategies for managing common problems
- Fight or flight behaviour

The assertive response

- Aggression and submission
- When to adjourn the negotiation
- Definition and practical examples of assertive behaviour

Practical sessions

- Role play scenarios
- Applying the key principles of planning and negotiation
- Session with actors to build on skills
- Review and discussion of key learning points and individual action planning



Course title

Negotiation Skills for Sales People

Duration & cost

2 days. £899 + VAT

London & Birmingham

Course runs monthly

Code

SNS

Download bite size MP3 training when you book this course.



BOOK NOW 0800 170 7777 OR EMAIL MORE.INFO@REEDLEARNING.CO.UK OR VISIT WWW.REEDLEARNING.CO.UK/SNS

Dull but important – This is your personal code, please quote it when booking

SNS/ICB

REED
LEARNING

Call us to book your place on
0800 170 7777 Book online at
www.reedlearning.co.uk/sns

FOUR MORE GREAT REASONS TO ATTEND OUR NEGOTIATION SKILLS FOR SALES PEOPLE COURSE

- 1. NO OTHER NEGOTIATION COURSE OFFERS YOU SO MUCH THEORY AND PRACTICAL ADVICE IN TWO DAYS**
- 2. THIS COURSE FORMS PART OF OUR ISMM QUALIFICATIONS IN ADVANCED SALES AND MARKETING**
- 3. ALL DELEGATES WILL GET ELEARNING AND MP3 FOLLOW-UPS TO SUPPORT THEIR LEARNING**
- 4. ALL DELEGATES GET THE CHANCE TO ROLEPLAY NEGOTIATIONS TO PUT THEIR SKILLS INTO PRACTICE**

SPACES ARE AVAILABLE NOW

You'll find the next scheduled dates online at www.reedlearning.co.uk/sns Alternatively, our customer services team are waiting to speak to you on **0800 170 7777** If you prefer, email any questions to more.info@reedlearning.co.uk Call us today to book your place on this course.

Course title	Negotiation Skills for Sales People
Duration & cost	2 days. £899 + VAT
London & Birmingham	Course runs monthly
Code	SNS

Download bite size MP3 training when you book this course.



WHY CHOOSE REED LEARNING?

We are the UK's leading business training company – and we make over 20000 people a year better in their jobs.

Reliable 99.5% of our delegates would recommend us to a friend or colleague.

Professional Over 30 years' experience coupled with seamless administration & a no quibble refund if you are not completely satisfied.

Friendly The most generous loyalty discounts in the industry, and you can attend your course again with our FREE refreshers.

Innovative The first training company to offer bite-size MP3 modules and pioneers in developing qualifications in partnership with leading academic institutions.

Visit our website www.reedlearning.co.uk for details of other courses like Negotiation Skills for Sales People, including:

- Negotiation Skills
- Facilitation Skills
- Advanced Communication Skills
- Relationship Management

FREQUENTLY ASKED QUESTIONS

Q Where will my course be held?

A You can attend our Negotiation Skills for Salespeople course in either Birmingham or London. It can also be held at your organisation if you need a group of four or more people to be trained together.

Q How will I know where to go and what to do?

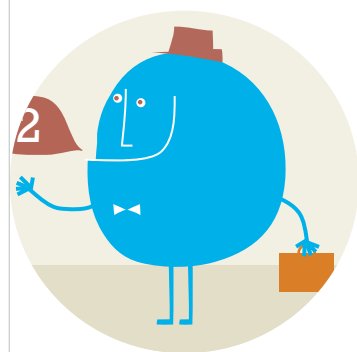
A You'll be sent comprehensive joining instructions. You can also access maps online at www.reedlearning.co.uk/venues.

Q How many people will be on my course?

A This course rarely runs with more than 10 people in order to maintain the level of individual attention our experiential learning requires.

Q Will there be lunch?

A Of course! You will either enjoy a buffet in the training centre, visit a local restaurant with your fellow delegates or be given vouchers to use in the numerous eateries nearby. All options are included in the course price.



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