



NEGOTIATION TECHNIQUES - DECISION

WORKSHOP OVERVIEW

Because in sales, contrary to sport, only the gold medal counts, it is important that the sales also can close a deal. We are often asked if we could run closing technique workshops.

We believe that the client nearly automatically asks for the contract, if the following points were covered:

- clarified exactly the client's requirements during the Qualification Phase
- had contact with all the Buying Centre Members and know their business goals

Then the probability of winning should be higher.

For this reason we recommend our clients to invest more time in the first sales phases and train optimally their sales. The parts which are important in the decision phase we cover in the workshop during the sales phases.

WHO SHOULD ATTEND ...

Sales Reps, Account Managers, Sales Managers, Pre-Sales, Consultants, Partners

WORKSHOP BENEFITS

- **Determined in the matter** - but fair to the negotiation partner
- **Continuous relations with clients** - reach agreements to the advantage of both parties
- **Conducting negotiations** - learn the important points
- **Recognise yourself** - your own strength and potential of improvement
- **Practice** - intensive training of different situations

WORKSHOP CONTENTS

- Basics of negotiation - the Harvard Concept
- Calculation and pricing
- Recognise your value
- Negotiation tactics
- Unwritten rules
- Signals of terminations
- Handling price issues
- Illustrate customer values
- Important question before negotiation
- Rejections of requests
- Handle difficult persons in negotiations
- Negotiation check-list

DURATION

2 days and follow-up workshop

PARTICIPANT PREPARATION

Own negotiation scenarios