



**Salestrong**

Sales Training, Coaching and Consultancy.

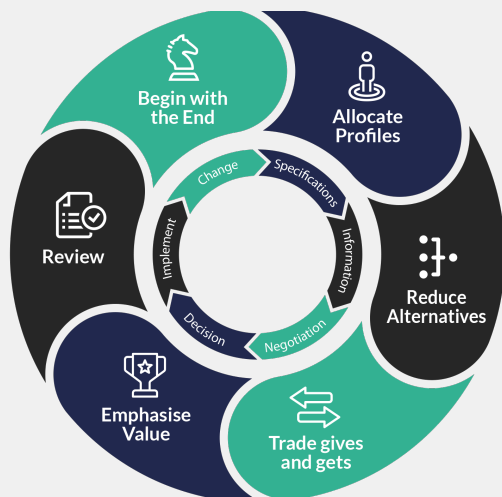
**NEGOTIATION SKILLS OVERVIEW**

## Negotiation Skills

In any negotiation, the party that is better prepared will typically enjoy better outcomes.

Negotiation starts earlier in the customer's purchasing process than most sales professionals realise. By the time they do understand? It's often too late to negotiate on value, leaving it all to price.

Salestrong asks delegates to think about how they create and communicate the differentiated value they bring to customers and crucially how to capture a fair share of the value created.



### Steve Moore National Sales Director

*"Monthly Self Generated sales jumped up by unprecedented levels after the first round of Sales Academy courses – this stuff really works!" "Inspirational training which gives every seller the tools to increase their own sales, increase their own commission"*

### Rebecca Smit Account Director

*"I would definitely recommend Salestrong and feel I have improved on some techniques as a result of the wider course. All of the Salestrong team provide a safer environment to work within enabling for better results."*

### I What is Negotiation Skills?

- Designed to help the sales professional to create and communicate value to customers and learn how to capture a fair share of that value back.
- Delegates will work through the "BARTER" modular framework to strengthen a negotiation position.

### I What are the Benefits?

- Understand different negotiation profiles.
- Negotiate on value rather than just on price.
- Defend margins and win more customers.
- Learn the tactics a commercial buyer uses to defend price.
- Learn about the psychology of influence and how to apply in an ethical way.

### I Who should take the course?

- Sales Professionals.
- Account Management Professionals.
- Business Development Professionals.

### I Delivery Options

Negotiation Skills is a sales training course that can be tailored to the specific needs of an organisation using the following delivery methods:

- Tailored on-site live programmes
- Train The Trainer (Client Associate)
- Blended e-Learning and live programme.

Salestrong use live or simulated customer interaction to deliver insights into how negotiations are made.

## **I About Salestrong**

Salestrong is a sales performance consultancy partnering with some of the world's largest companies.

Our clients choose us to help build capability and deliver results through a blend of Training, Coaching and Consulting expertise.

Our clients trust us for 3 key reasons:

- We design and deliver bespoke programmes to achieve your goals.
- We invest time to understand their business, challenges and strategy.
- We guarantee a return on their investment.

**Sales Performance. Guaranteed.**

 **Salestrong**

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