

# Sales Negotiation Toolkit

## Persuasive Selling & Power Negotiations

We have all heard of the old saying, you don't ask, you don't get. But, the reality is that you've got to do more than just ask!

Getting what you want out of the negotiation is an art that needs to be mastered. True negotiation results in both parties creating a win-win situation – both parties get what they want. Before we get into the techniques, if you don't already know this, you're negotiating all the time.

### 3 Fundamental Rules of Creating Win-Win

1. If you narrow down to one issue in negotiation, then somebody has to win and somebody has to lose. But, there's usually more than one issue.
2. Understanding that People don't want the same thing. People see things from a different perspective. Don't fall into the trap that price is the only issue.
3. Negotiation is not the same as price cutting. In fact, if you try to sell at full price needs to be a better negotiator. You don't need

### 5 Things That Make You Better Negotiator

1. Negotiating is always a 2 way affair. Understand; both sides have pressures. Good negotiator mentally compensates for the tendency that we have a weaker position.
2. Desire to acquire the skills of negotiating. Understand, everyone negotiates, understand how effective they can be.
3. The understanding of how these principals work and the maneuvers
4. You don't have to wait before you use these skills, learn to practice in everyday life.
5. Desire to create win-win solutions.

The course structure is a **hands-on workshop** that provides participants to revisit the concepts of Negotiation Skills and help them identify within individuals. At the end of the course, the participants would take a **set of practical tools & techniques** that they can apply in their daily operations with improved results.

## **The Course will cover topics related to the following skills**

### **Module I: Fundamentals of Sales Negotiations and Roles & Responsibilities of Sales Negotiators**

- Key Terms of Sales Negotiations; a must know for all Sales Professionals
- Sales Negotiation Approaches; 5 Key approaches used in Sales Negotiation
- Roles & Responsibilities of Sales Negotiators; a commonly ignored area by negotiators
- Developing Negotiation Plans and Tactics
- Setting Sales Negotiation Goals and Targets
- Bargaining and Closing Deals
- Three Group Activities using Case Study using the above learning

### **Module II: Tools & Techniques of Sales Negotiation**

- Use of Questioning Techniques – Learning through Group activity
- Use of Influence Techniques – Learning through Group activity
- Competitive Sales Negotiation Techniques using Case Studies and Group Activities
  - Cherry Picking Technique
  - Mandated Authority Technique
  - Association Technique
  - The Set Aside Method
  - Using Limits in Negotiation
  - Good Cop / Bad Cop Technique
  - Applying Flinching Method
  - Understanding Trade Offs
  - Split the Difference Technique

### **Module III: Understanding the Opponent's Approach based on Negotiation Style**

- Identify & deal with Driver style opponents – Role based activity
- Identify & deal with Analytical style opponents – Role based activity
- Identify & deal with Expressive style opponents – Role based activity
- Identify & deal with Amiable style opponents – Role based activity

## **Who Should Attend**

- Sales Management Professionals and Business Development Professionals
- Supply Chain & Procurement professionals dealing with suppliers and service vendors
- Business Professionals dealing in Contract Management, Freight / Logistics Management
- Professional Engineers engaged in Contract Management and Vendor Management
- Professional Engineers engaged in Sales of Industrial and High end Equipment / Solutions
- Banking Professionals dealing in Consumer Banking, Investment Banking & Corporate Banking
- Financial Services Marketing Professionals such as General & Life Insurance & Asset Management
- Business Process Outsourcing Professionals such as Call Center Managers and team leads
- Non Commercial / Social Development Professionals dealing in Grants and Fund Raising deals
- Administration & Security Management Professionals dealing with contracts
- HR Business Professionals to develop better understanding for hiring Sales professionals