

# Successful Negotiation

Hands-on course of 2 days - 14h

Ref.: NEO - Price 2024: €1 340 (excl. taxes)

Understand the negotiation process. Plan and prepare for all types of negotiation. Recognise and avoid the tricks and traps set by professional buyers. Retain and develop highly profitable customer relationships. Understand the dynamics of multiparty negotiations and how to approach them.

Negotiation scenarios and role-playing.

## THE PROGRAMME

last updated: 01/2018

### 1) The sales negotiation process

- Understanding different negotiation styles.
- Evaluating the risks of sales negotiations.
- Key principles of successful negotiations.
- Building long-term relationships.

### 2) Negotiation Strategies

- Preparing and structuring every negotiation.
- Identifying and leveraging interests of all parties in complex situations.
- Dealing successfully with tough negotiators.
- Establishing short and long-term Goals.
- Building Trust & Rapport.
- Positive Mental Attitude.
- Affirmations & Visualizations.
- Maximising the value proposition.

### 3) Buyers' Motivational Value Systems

- Understanding professional buyers' hidden agendas.
- Top 10 tricks used by buyers.
- Avoiding all tactics.
- Countering negotiation techniques.
- Dealing with conflict expertly.

### 4) Effective Listening

- Active Listening.
- Asserting yourself in emotionally-tense situations.
- Developing interpersonal relationships.
- Identifying and understanding your negotiator's needs.
- Enhancing your flexibility.

### 5) Questioning Techniques

- Uncovering Needs. Real versus subconscious.
- Advanced Questioning Techniques.
- Questions types: Closed, Open, Paraphrasing.

#### PREREQUISITES

None.

#### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

#### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

#### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

#### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

#### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@ORSYS.fr](mailto:psh-accueil@ORSYS.fr) to review your request and its feasibility.

## 6) Selling Benefits & Value

- Features or Benefits.
- Seven key customer Needs: Security, Convenience, Peace of Mind, Economy, Save Time, Reliability, Save Money.
- Customers buy benefits.
- Selling what people really want to buy.
- Learning to Build Value into your Offering.

*Hands-on work : What Value or Worth Does Your Product Have ?*

## 7) Overcoming Objections

- The Four "P's": Price, Product, Personal and Postponement.
- Tackling Objections, Issues & Concerns positively.
- Objections means Opportunity.

## 8) Closing

- Removing the Fear of Failure.
- Recognising Buying Signals.
- Finessing the decision-making process.
- Your role as Salesperson.
- Seven proven Closing Techniques.
- Negotiating the contractual terms and conditions.
- Creating and nurturing long-term relationships.

# DATES

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## REMOTE CLASS

2024 : 03 Jun, 12 Sep, 04 Nov