



The Negotiation Experts

CREATE VALUE

SALES NEGOTIATION TRAINING

"Proven, best practice skills and tools is what supports the successful Sales Negotiator."

world of
learning
.....
Award
winner 2004

www.negotiations.com

3 Day Sales Negotiation Training

Course Overview

'Sales professionals are able to avoid the losses associated with discounting and the failure to close profitable deals by improving the way that they negotiate with professional buyers.'

Investment in sales negotiation skills development is absolutely imperative for the successful sales executive. Not satisfied with average to good outcomes, The Negotiation Academy - Europe delivers a highly interactive workshop to change the sales gear from average to awesome.

When engaged in sales negotiations where your skill as a negotiator may prevent losses and increase the gains for you and your organisation, how can you significantly increase your capability to:

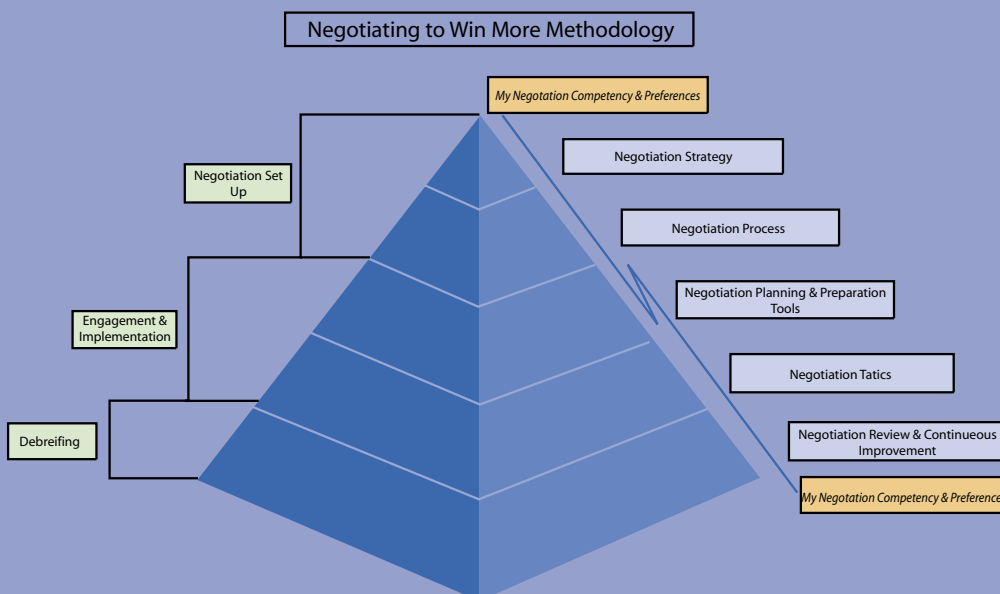
- ❖ prepare effectively;
- ❖ understand the needs & interest of all parties;
- ❖ conclude better agreements as a result of being creative; and
- ❖ strike deals that deliver more value?

The Negotiation Academy - Europe has developed an award winning methodology specifically designed to improve your negotiating

performance. We call it 'Negotiating to Win More!' and it forms the backbone of all our consulting and training on negotiation.

The 'Negotiating to Win More!' methodology is based on a combination of sound academic theory and significant practical business negotiation experience to provide you with a due diligence framework that will ensure that you are able to:

- ❖ Move negotiations from claiming value to creating value;
- ❖ Avoid leaving value on the table;
- ❖ Turn challenging relationships into rewarding relationships;
- ❖ Counter negotiation tactics;
- ❖ Identify, pursue and successfully close opportunities;
- ❖ Deploy proven tools to manage sales performance and skills development;
- ❖ Learn the critical art of questioning to understand your prospect's needs in detail;
- ❖ Deploy framing to enhance your communications; and
- ❖ Understand the impact of your personal sales negotiation style.



'Very good speakers & teachers, very helpful tools.'



'I would have been more successful if I had received this knowledge beforehand - my eyes are now open and the blinkers are off!'



'I enjoyed the free flow of the course, as well as the credible presenters.'



'I particularly enjoyed the small classes and the very informal, friendly atmosphere.'



'I liked the practical work, concession strategy model and profiling. Many great examples/models ready to use in real business.'



'I liked the fact that the training was not a boring lecture but rather an interaction with all people actively engaged.'

Key Outcomes

The Sales Negotiation Training workshop has been designed to meet the needs of sales professionals, and has been specifically created to address the issues that sales professionals are confronted with during negotiations.

This workshop is aimed at sales professionals that have a beginner to intermediate level of negotiation experience and do not consider themselves experienced negotiators. The workshop is focused on setting in place principles for the development of robust sales negotiation skills.

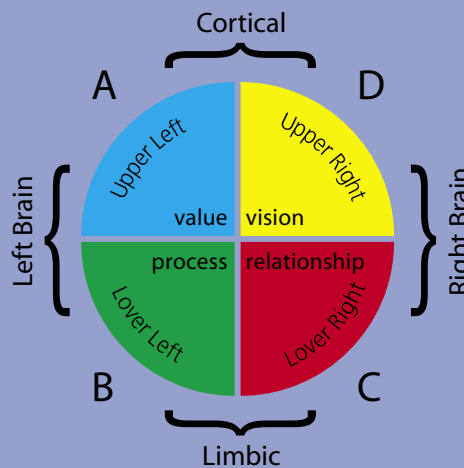
Learning Outcomes

Upon completion of the Sales Negotiation Training course you will:

- ❖ Understand the reasons why sales negotiators fail;
- ❖ Be aware of and understand your own sales negotiation competencies and preferences enabling you to maximise your strengths and mitigate your weaknesses;
- ❖ Be able to thoroughly prepare for negotiations based upon an understanding of the key deal objectives of all participants to the negotiation;

- ❖ Be able to create a sales negotiation climate that will optimise your chances for a successful negotiation;
- ❖ Acquire the ability to use a concession strategy to ensure that your sales negotiations assume an exchange character rather than the 'one way auction' environment so many sales resources are subjected to; and
- ❖ Have your own sales negotiation skills Personal Development Plan to assist you in further improving your capabilities.

THE 4 PILLARS OF 'WHOLE BRAIN' NEGOTIATION



'Well presented, excellent course & will benefit me in my immediate environment.'



Shell Chemicals

'Very enjoyable, but hard work - a sign of a useful day!'



Unilever

'Everything was good - lots of learning with a good pace and atmosphere.'



'Excellent course overall.'



GlaxoSmithKline

'Not recommended for those wishing to stay within their comfort zones.'



'Profiling exercise was very useful and informative. I liked the interactive and "hands on..." approach as well as great location.'



UBS Investment Bank

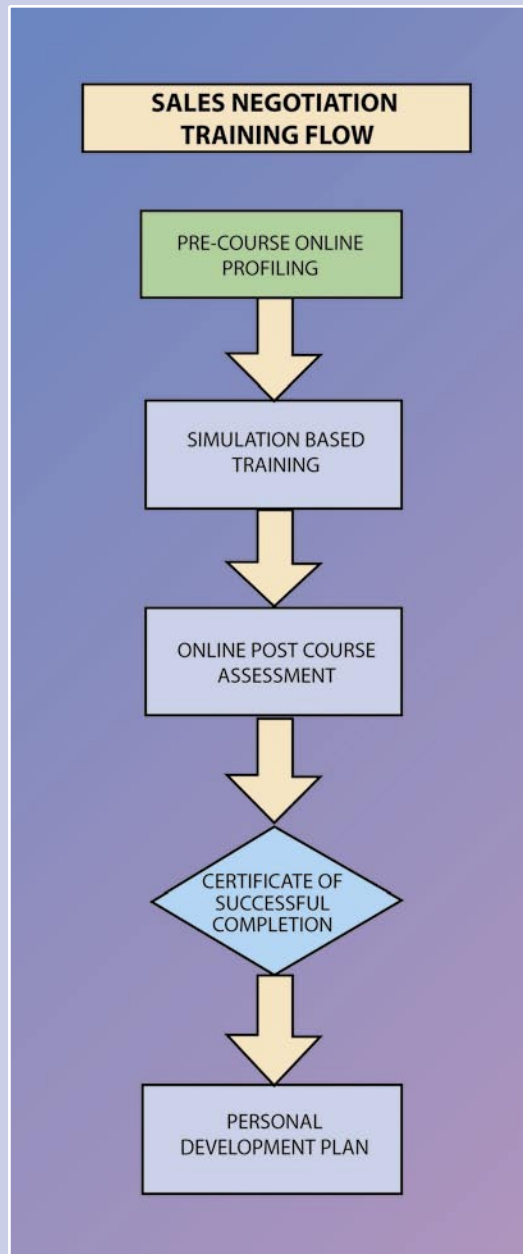
'I particularly appreciated the Instructor's coaching ability.'



Our Approach

Prior to attending the workshop, all delegates complete online profiling tools to assist in determining each individual's sales negotiation competencies and preferences. This is a critical component that allows us to present each delegate with a Personal Development Plan upon completion of the workshop. The three day sales negotiation workshop is structured in such a way as to provide delegates with every possible opportunity to implement the different negotiation skills, behaviours and principles learned during training. Learning is supported by the use of a variety of negotiation simulations and case studies to ensure delegates gain experience in each sales negotiation principle and build confidence in using the supporting toolsets.

Numbers are restricted to approximately 10 delegates to ensure a highly personalised learning environment. The Trainer is at the group's disposal before, during and after training to address individual objectives and/or concerns wherever relevant.



Weatherford®

'Very interactive training with extremely useful methodology overview, profiling and the question framework exercises.'



radioscape

'Good range of media and use of examples.'



'A good learning experience even for the most experienced of our sales teams.'



'I most enjoyed the interactive element that enabled us to put theory into practice and the diversity of the case studies & methods of teaching.'



'I liked methodology and information relevant to our business. Good interaction in small groups.'



'I enjoyed the atmosphere & style of presentation, really practical.'



Who Should Attend

The Sales Negotiation Training course is designed for the novice and intermediate sales negotiator. Delegates attending this course range in experience levels from 6 months to 10 years. The Sales Negotiation Training workshop is appropriate for all sales professionals who find themselves in a position where they need to negotiate and persuade to succeed.

Previous delegates have included:

- ❖ CEOs
- ❖ Sales directors
- ❖ Sales managers
- ❖ Account managers
- ❖ Sales executives
- ❖ Account executives
- ❖ Pre-sales resources
- ❖ Customer service agents
- ❖ Project managers
- ❖ Entrepreneurs
- ❖ Consultants
- ❖ Real estate agents
- ❖ Training Consultants
- ❖ Travel & Leisure Agents
- ❖ IT professionals
- ❖ Retail executives

Agenda Outline

Day 1

- ❖ A whole brain approach to sales negotiation
- ❖ An overview of leading sales practices
- ❖ Personal sales negotiation preference profiling
- ❖ Negotiation leading practices

Day 2

- ❖ Matching different types of clients with the appropriate negotiation strategy
- ❖ Videotaped negotiations simulation 1 including personal feedback
- ❖ How to create a Negotiating to Win More! climate for negotiation
- ❖ Using and countering power in sales negotiations
- ❖ The art & science of persuasion

Day 3

- ❖ Verbal & non verbal communication
- ❖ How to create common ground
- ❖ Creativity in negotiation - how to create options
- ❖ Videotaped negotiations simulation 2 including personal feedback

*Candidates will engage in negotiation simulations and case studies throughout the workshop to entrench the behaviours and skills advocated.



Hilton

'TNA-Europe's preparation for the engagement was thorough and ensured that their instructors had a detailed understanding of our business environment and desired key outcomes.'



'I thought that the course was good. I thought the balance between practical work and theory was about right and I felt that the tutor was reacting to our needs rather than sticking to a prescribed agenda.'



'I liked "games" and sharing "life examples", which made me understand the techniques better. I've completed many profiling tests before but this one was the best!!!'



'I have recommended that this training should be conducted for other departments that deal with our customers. Excellent course to attend.'



'This was my first course of this kind and I found it very fruitful, enjoyable and interactive.'



Entry requirements

An employer's recommendation may be required.

Certification

Upon successful completion of an online post course assessment, successful participants will receive The Negotiation Academy - Europe's Certificate of Proficiency in Sales Negotiation Skills.

Dates, Cost & Locations for Public Access Seminars

The Sales Negotiation Public Access seminar is 3 days in duration and costs £ 1 395 + VAT. The course fee includes:

- ❖ Pre course online preference & competency profiling
- ❖ Books and workshop manual DVD
- ❖ Copy of training slides (PDF)
- ❖ Refreshments throughout the day including 4 course lunches
- ❖ Profile debriefing and individual preference profiling results
- ❖ Personal Development Plan

Courses are scheduled to run regularly throughout the year in London, Amsterdam, New York and Los Angeles. For latest dates, venues and information on running the course in an in house format, please get in touch www.negotiationeurope.com call us on +44(0)8451298554 or send us an email at enquiries@negotiationeurope.co.uk

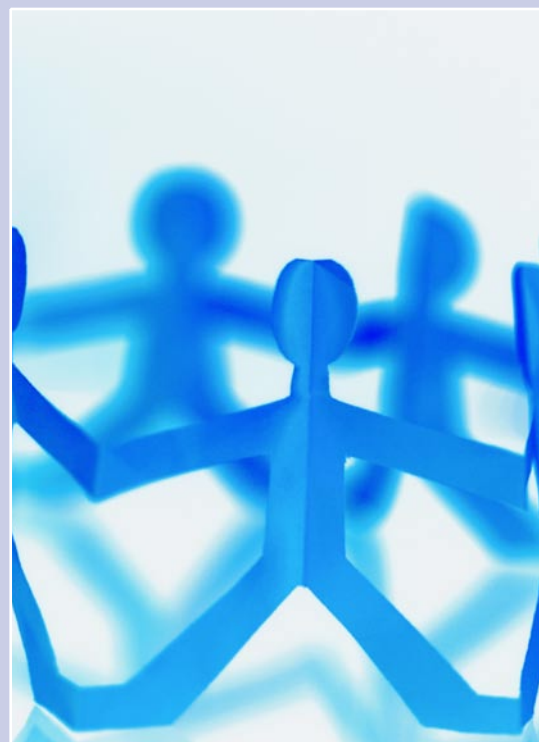
Public Seminar Satisfaction Guarantee

Your satisfaction is assured by our 6 month 'skills deployment' guarantee. The best thing about our guarantee is that you can trial the skills that we have imparted for a period of up to six months. If during this time you find that for any reason our training course did not add value to your vocational environment, we will be happy to refund your course fees in full. This guarantee is available to all

delegates who have completed the entire course.

Corporate Guarantee

We guarantee that the vast majority of your audience - at least 80% - will rate the workshop as relevant, educational, entertaining, thought-provoking and as having a business impact on their vocational environment. In the event that the guarantee is invoked, TNA - Europe will immediately return the full fee, less travel and other mutually agreed expenses. To validate this guarantee, TNA - Europe requires a 100% completion of the delegate feedback questionnaires.



'Fantastic experience!'



'I like having learned that negotiation can be managed as a structural process supported academically & practically for continuous improvement.'



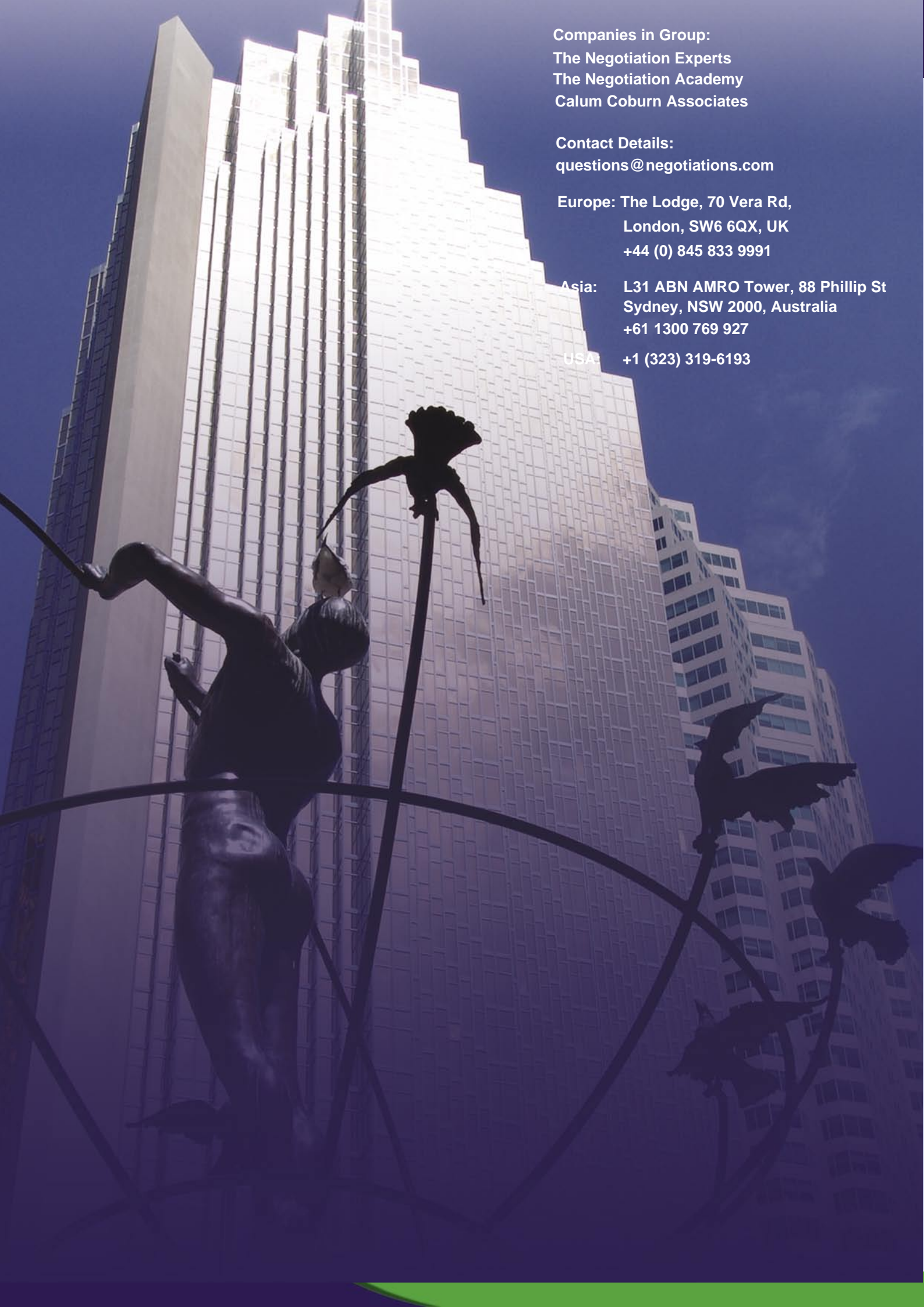
'The case studies were very good as was the video on persuasion. Putting together SWOT, creativity, concessions strategy and trust building made this course very interesting.'



'Persuasion, questioning and the part on body language were excellent.'



'I would like to commend The Negotiation Academy - Europe on their engaging style and highly relevant, innovative content.'



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