



Business Negotiation

1 Day Programme, Tailoring Possible.

Who Should Attend

Any business person. These skills will help Sales people, Consultants and Business Development people at any level of their organisation. Equally however, negotiation skills can be used by any business person.

Programme Introduction

This instructor-led programme focuses on advanced business negotiating strategy, with no more than 12 participants. Pre-work assignments are set, and all delegates receive a manual, Tip Cards and a DVD with their personal coaching tips.

Programme Objective

By the end of the program, participants will be able to negotiate with a customer effectively and positively. They will know processes that allow them to understand a customer's negotiating position, frame counter offers, move past dead-locks and confirm results so that both parties are pleased.

Benefits To Your Organisation

- Confidence that optimal business will result from effective negotiations
- Improved management of sales process
- Professional standards are set for those who negotiate
- Reduction of 'poor deals' won by ineffective negotiations
- Confidence that business commitments are more secure
- Ability to maintain good relationships with clients
- Employees view company as having offered important career enhancing skill

Instruction Method

- Interactive discussions and role play
- Unique real-time coaching
- Individual practice and review with instructor and peer feedback
- Coaching to build individual as well as integrated skills
- Individual and group exercises
- Continual practice through exercises, role play and DVD review

Why Should You Attend

- Improved competence in a career enhancing core business skill
- Working knowledge of a process for negotiating to the best result
- Increased skill in maintaining good relationships with clients
- Confidence that sales outcomes will improve
- Understanding of the tactics for effective negotiating
- Less apprehension when approaching negotiations