

Effective Negotiating Strategies

Master the negotiation process to reach an optimum outcome

Given the highly competitive nature of the sales profession, effective sales negotiation skills are increasingly important for success. CPISA's Effective Negotiating Strategies provides you with the keys to successful negotiations. **Master the negotiation planning process to reach an optimum outcome.** Learn new ways to manoeuvre within a negotiating environment, from pre-planning to the commitment stage. You are encouraged to bring to the course an example of a recent or future negotiating situation with a challenging customer.

Who Should Attend

- Professionals involved in sales negotiation
- Past participants of CPISA's **Professional Selling, Strategic Account Management, Professional Sales Management, Communicating to Influence Buying Decisions** or **Sales Coaching for Success**

Key Course Benefits

- Manage negotiations effectively using the powerful eight-step negotiation process
- Uncover your clients' real interests and objectives to reach positive negotiation outcomes
- Apply concessions effectively in a negotiation interaction
- Discover powerful influencing tools that lead to highly creative solutions and benefits
- Confidently conduct a negotiation interaction utilizing the presented tactics and strategies
- Learn when and how to close the negotiation with a signed Agreement

Course Content (2-day program)

Your Current Negotiation Issues and Challenges Principles of Effective Negotiation

- The negotiation style most compatible with consultative selling
- Applying the concept of re-framing
- How to determine the real interests of your client
- Building lasting and beneficial relationships with your client

Influential Negotiating Strategy

- Managing negotiations using the eight-step negotiation process
- Exploring the elements of pre-negotiation planning process
- Using compliance principles and influential negotiation tools
- Learning to build an atmosphere of cooperation and mutual trust
- Discovering keys to applying gambits and concessions

Negotiation Interaction

- Tips for successful negotiation interactions
- Conducting a mock negotiation session