

# THE IN-HOUSE TRAINING COMPANY

## Sales Closing and Price Negotiation Skills

*Learn how to negotiate client contracts easier and faster*

### Overview

Successfully closing a sale and negotiating the best outcome for the business is a key skill for all salespeople, and often an area that is overlooked. Investing in this skill will have a positive impact on interactions with customers, both new and existing, and lead to improved sales performance. Whilst understanding how to reach a conclusion with a customer faster means increased efficiency and more time to invest in sourcing new business.

We have developed this programme to be practical, fun and interactive. Participants will learn proven techniques for influencing, persuading and negotiating with clients, gain increased confidence and clarity when reviewing contract terms and prices, and understand how to structure and manage sales negotiation and contract review meetings.

### Workshop objectives

This course will help participants:

- Learn a structured and proven approach to the negotiation of contract terms
- Apply the key principles of negotiation, playing the person and the problem
- Create a contract negotiation strategy – from opening to close
- Recognize and put to use proven negotiation tactics and techniques
- Learn how to embrace conflict positively - to 'say no, then negotiate'
- Plan and prepare for any commercial negotiation conversations
- Understand the stages of negotiation and how to move through them

### Who should attend?

This practical and interactive course is suitable for salespeople of all levels who are looking to learn new skills, or refresh and build on their existing skills.

### Course format

A practical and engaging one-day session for a maximum group size of 12. There are lots of different activities throughout the day where participants will have the opportunity to put learning into practice.

### Special features

The majority of the training we deliver is either tailored or completely bespoke. This workshop can therefore be delivered entirely as advertised, or it can be tailored to your particular requirements, or we

can simply take it as a starting point for a conversation with you before we draft a completely bespoke programme for you – the choice is yours.

### **Expert trainer**

**Graham** specialises in providing high-quality consultancy, coaching and training in sales and business development, sales management, customer service and personal productivity. Over the last twenty years he has personally trained or coached over 30,000 business professionals. He is a member of the International Institute of Coaching and a qualified NLP Master Trainer.

His work has taken him all over the world and involved him in working closely with hundreds of different organisations from all business sectors, his client list including such organisations as BT, Vodafone, AT&T, Orange, Pfizer, GSK, Boots, Unilever, American Express, Thomas Cook, Apple, Sony, Motorola, Cisco, MFI, Barclays Bank, LIFFE, Abbey National, Prison Service, Home Office, Law Society, BBC, Daimler-Chrysler, Citroen, Weetabix, Nikon, Shell and many, many others.

Some of the most popular areas in which he supports his clients are:

- Commercial negotiation skills and commercial awareness
- Value-added and consultative selling
- Presentation skills for managers and professionals
- Managing challenging client conversations / assertiveness
- Key account management
- Time management (based on his book, *Working Smarter*)
- Sales prospecting and appointment making

Graham has written over twenty books, published in several different countries, including *Working Smarter*, *Companies don't succeed – people do!*, *Customer Relationship Management*, *Sales Training Games*, *90 Brain-teasers for Trainers*, and *Telephone Tactics*.

Known internationally as both a trainer/coach and a popular motivational speaker, he believes that effective learning has to be interactive and challenging. All his learning events are built around practical exercises, role play and case studies. His training style focuses not on just explaining new ideas or developing new skills, but also on motivating people to use them and to develop themselves as individuals. This approach gets results, as the following comments from programme participants show:

'Brilliant course, really interesting and very focused to my job role and day to day work.'

'Took away some very good ideas that I can use every day... good examples too.'

'Very confident in the subject, and amusing too. Made the course very interesting. A very clear sales model to use going forward.'

'Full of useful hints and tips which I will apply to my job.'

## Workshop outline

### 1 Closing and negotiating from a position of personal power

- The eight steps of a sales or commercial negotiation
- Ten ways to resist price pressure
- How to draw on sources of power when you have less authority
- The six principles of influence and persuasion and how to use them

### 2 Effective negotiation – planning and theory

- How to plan and structure your negotiation for a successful and quick conclusion
- Influence: knowing how to 'push or pull' to win an argument
- Achieving a BATNA – a range of practical skills and techniques
- Case study: planning for a client negotiation around contract or price issues

### 3 Effective closing and negotiation – practice and reality

- Higher-level questioning techniques to investigate and solve problems
- Listening to lead – active listening and structuring your conversation
- The most common 'unforced' negotiation mistakes and errors
- Case study: setting objectives, sources of value, trading concessions

### 4 Sales negotiation tactics and playing the game

- How high – how hard – how soon; why now
- How to identify hidden or perceived currencies and values
- How to use these to establish a higher base price
- Negotiation best-practice checklist and summary

## Any questions?

Please just give us a call on **01582 463463** – we're here to help!

Or visit [www.theinhousetrainingcompany.com](http://www.theinhousetrainingcompany.com)