Sales Negotiation

The *Kaizen Negotiation Skills* course is a one day interactive session that will give participants the confidence and knowledge to negotiate in sales situations.

Throughout this course participants will participate in workbook activities and conduct role plays. The experience from these practical activities will enable them to apply the skills in their next negotiation situation with customers.

Learning Outcomes

At the end of the *Kaizen Negotiation Skills* course you will be able to:

- Appreciate that people have their own definition and understanding of what negotiation means. This will help you to appreciate why people approach negotiation in different ways.

- Differentiate the process of negotiation from the content that's being negotiated.

- Focus on your negotiation outcomes and set objectives.

- Recognise trade-off options that will give you better chances of finding areas of mutual potential gain with your customers.

- Prepare a range for negotiation, for yourself and for your customer.

- Understand the 3 negotiation time frames, and implement the correct activities in each of these important time frames.

- Understand and identify different levels of commitments to action from your customer, and how to take their commitment towards an action step to secure agreement.

- Understand and identify people's varying needs when they negotiate, and how to apply this important knowledge in a negotiation to achieve outcomes.

- Understand and identify the characteristics of both Competitive and Cooperative negotiation styles, and decide when to adopt each style.

- How to create a negotiation atmosphere conducive to achieving the outcome you want.

- How to apply negotiation tactics.

- Understand and identify the 4 negotiation phases and natural patterns that occur during negotiations, and what to do in each phase.

- Understand the importance of body language in effective negotiation and learn to use proper body language effectively to achieve outcomes.

- Handle objections and difficult questions.