

Three Dimensions of Sales Negotiation

Target audience

- Sales people or sales team managers

Pre-requisites

- Proven experience in sales and negotiating

Objectives

- Understand the negotiation process
- Adapt your negotiating style to suit the context and what you know about the customer
- Optimise your preparation for negotiations
- Excel in face-to-face meetings by adopting the right behaviour

On-the-job benefits

- Drive sales through effective negotiation
- Be a more proficient negotiator
- Be a confident negotiator
- Improve professional relationships

Benefits for the company

- Increase the long-term ROI of commercial agreements
- Find new ways to consolidate customer strategies
- Build effective relationships with your customers
- Develop the flexibility, adaptability and effectiveness of your sales teams

Special features of this course

Three dimensions of sales negotiation



- 1] Process:** organise the way you plan and prepare for your negotiations
- 2] Relationship-building:** know the most effective way to behave and communicate.
- 3] Structure:** master the techniques of conducting negotiations.

The roadmap of successful negotiation meetings:

- 1]** Maintain the balance of power
- 2]** Allow yourself room for manoeuvre
- 3]** Understand the difference between selling and negotiating
- 4]** Never give away: always trade off
- 5]** Be able to improvise
- 6]** Reassure the other party
- 7]** Steer the meeting

Intensive practice for a first-hand experience of the three dimensions of negotiation

The Edelweiss case: what are the keys to successful negotiation?

Pairwork discussion and full-group summary on:

- > The objective and process of negotiation.

The Piano case: the importance of relationships

A high-impact video sequence: individual feelings and reflection, then work in sub-groups:

- > Raise awareness of the importance of interpersonal relationships, over and above a command of negotiating techniques.

'Eight buyer traps': become negotiating tacticians!

A learning game in the form of a puzzle, played in sub-groups:

- > Spot and understand each trap, and find ways to avoid them.

Programme



Three 30' e-learning modules + Two-day classroom course + Two 30' e-learning modules



Background to commercial negotiations

- ❑ Differences between selling and negotiating.
- ❑ Positioning yourself in the negotiation context.
- ❑ Understand buyers better to negotiate better.



Preparing commercial negotiations

- ❑ Stabilising the balance of power using the power index matrix.
- ❑ Preparing margins of manoeuvre using the negotiable points matrix.
- ❑ Anticipating requests using the bargaining chips matrix.



Commercial negotiations: 7 keys to effective meetings

- ❑ How to make a successful start.
- ❑ Strengthening your negotiating position.
- ❑ Steering towards a satisfying conclusion.

1_ The three dimensions of sales negotiation

- Process: organise the way you plan and prepare for your negotiations
- Method: master the techniques of conducting negotiations
- Relationships: adopt the most effective way to behave and communicate

2_ Process: lay the groundwork for your sales negotiation

- Evaluating the risks of sales negotiation
- Choose your negotiating position before the meeting
- Preparation

3_ Method: be an effective negotiator in meetings with professional buyers

- Mastering the seven keys to effective meetings
- Avoiding the traps and tricks used by professional buyers

4_ The relationship: the heart of successful negotiation

- Communicating effectively
- Developing interpersonal relationships

5_ Conclusion: six-point checklist to the three dimensions of negotiation

- Sell first, negotiate afterwards ... if necessary
- If you feel like a hostage, free yourself first
- Feel responsible for your company's margins, not your client's
- Negotiate the various terms of the agreement
- Create a favourable relationship at the end of the contract
- Be a leader in your client relationship and not the great soloist virtuoso when negotiating with the buyer



Commercial negotiations: coping with the pitfalls

- ❑ Dealing with buyer-specific negotiation techniques.
- ❑ Dealing with assertive techniques.
- ❑ Responding to intimidation and disqualification tactics.



Commercial negotiations: asserting yourself

- ❑ Listening skills.
- ❑ Understanding buyers for improved negotiation.
- ❑ Choosing the appropriate words.
- ❑ Using the 'FRANC' method.

Key points

- > Assessments both before and after the course
- > E-learning modules accessible for 1 year
- > Personalised support throughout your course