

COURSE CONTEXT

- Junior member of the sales-force responsible for negotiating trading terms with small retailers and regional customers.
- The sheer number of these agreements make the commercial consideration and return-on-investment key to market performance.
- Getting value for money and consistent implementation of defined customer support can be a challenge in this arena.

COURSE OBJECTIVES

By the end of this course, Participants will be able to:

- Gain greater confidence when negotiating, even with difficult people.
- Define the negotiation process for a consistent approach.
- Train and practice simple skills that deliver ROI.
- Explore and practice negotiation through case studies and role-plays.

COURSE OUTLINE

Fundamentals of Successful Negotiation

- Gain control and keep control.
- The power of balance.
- Sell the proposal first, then negotiate.
- Fact based, commercially driven negotiations.

The Negotiation Process

- Introduce the five step process.
- The currency and value or variables.
- The power of preparation.

Key Influencing Skills

- Exploration and discovery.
- Seeking alignment and synergy.

Business Simulation Case Study

- Establish a customer's needs and expectations.
- Identify the fit between the those needs and the case study product/service offering.
- Present back and critique session.

Making the Proposal

- Plan the proposal/anticipate responses.
- Structuring the proposal.
- Dealing with counter-proposals.
- Maintaining control.

Bargaining and Closing

- Structuring a trade in variables.
- Dealing with a no-go situation.
- Controlling the close.

WHO SHOULD ATTEND

- Sales personnel who are involved in negotiating commercial terms with customers.
- Procurement personnel who negotiate with supply partners.
- Managers and leaders who oversee and lead negotiations through their subordinates.

RESULTS

Business Benefits

- More commercially advantageous deals.
- Greater sustainability of agreements.
- Consistent approach to negotiations.
- Greater internal visibility of negotiation skills.

RESULTS

Personal Benefits

- More skillful selling.
- Personal learning plan to support and consolidate key learning into the role itself.