NEGOTIATION SKILLS - 2 DAY PROGRAM - AED 21,000



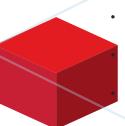


COURSE CONTEXT

- Junior member of the sales-force responsible for negotiating trading terms with small retailers an 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 consistnt approach.
- Train and practice simple skills that deliver ROI.
- Exolore and practice negotiation through case studies and role-plays.

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.

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.