

# Sales Negotiation Skills

Sales Development Workshop



**Effective sales negotiation can save money and materially improve a company's profitability. If best practice can be replicated across your sales team, the combined benefits can be enormous. This course seeks to develop a win-win negotiating approach, based on building a trading relationship with your customers, replacing an over-reliance on discounting and other concessions.**



Sales Negotiation Skills is for all business people wishing to improve their techniques and outcomes when negotiating with clients. This course is both a foundation skills workshop for staff new to selling, as well as a development workshop for experienced sales staff who need to improve their effectiveness in negotiation.

Accelerate your growth

# Sales Negotiation Skills

## Sales Development Workshop



### The workshop includes:

- Principles of Sales Negotiation
- Understanding buyer motivation
- Competitive Situations & Strategies
- Planning sales negotiations
- Developing trading relationships
- Using counter-arguments and creative tactics
- Using a collaborative selling approach
- Prioritising Needs, Wants and What's Negotiable
- Using escalation, 3rd parties and the client
- Things to avoid: bluffing, lies and cheats
- Pre-closing and reaching a decision

Redline courses are delivered by highly experienced ex-Sales and Consulting Directors, who combine a wealth of real-world knowledge with practical techniques and methodologies.

Our workshops comprise a balanced mix of:

- Video demonstrations using professional actors
- Trainer-led teaching
- Group and individual exercises
- Group discussions
- Fun activities
- Role-plays
- Analysis & planning tools
- Course workbooks and slide sets

### Sales Negotiation Skills is a 1 day workshop

All our courses can be supported with a personalised coaching and mentoring programme for managers and delegates.

Call us on **01428 641001** or find out more at [www.redlineassociates.co.uk](http://www.redlineassociates.co.uk)

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