

# ***EFFECTIVE SALES NEGOTIATION***

## ***– Program objectives and expected outcomes***

In today's challenging, competitive and dynamic sales environment, the ability to negotiate effectively with your customers and with people inside your organisation is critical to your success and the profitability of your company.

To be a successful salesperson, you must respond to several key challenges:

- How to increase sales volume.
- How to enhance the profitability of each customer relationship.
- How to work effectively with tough, knowledgeable and demanding customers.
- How to differentiate yourself and your product or service from your competitors.
- How to utilise limited internal support resources most effectively.

The *Effective Sales Negotiation (ESN)* workshop will help you get what you want and need from customers, maintain productive customer relations and increase account profitability in the process. You will practice and apply new principles, tools and skills to help you reach better agreements with people inside and outside of your organisation. You will learn to negotiate mutually beneficial agreements that meet both the needs of your customers and the needs of the company.

Unlike traditional negotiation or sales training, which typically teach either highly collaborative or highly adversarial approaches, *ESN* shows you how to manage the *Competitive, Collaborative* and *Creative* dimensions of negotiating the sale – at all stages in your sales cycle. As a result, you will find yourself better able to:

- negotiate price, delivery schedules, priorities, quality issues and terms and conditions more effectively
- close more profitable business for your company
- manage negotiations which take place over long periods of time
- convince and persuade your customers
- create mutually beneficial agreements
- be assertive and tough when you need to
- get things done by people over whom you have no direct authority
- resolve conflicts with subordinates, colleagues, managers and support personnel.

During *ESN*, you will learn how to negotiate effectively throughout your entire sales cycle. Specifically, you will gain:

- a new awareness of the *power of negotiation* in your professional, as well as your personal life.
- an understanding of the *tools* successful negotiators use and the ability to:
  - use critical negotiation behaviours in your customer interactions
  - apply fundamental principles of sales negotiation both inside and outside of your company
  - apply a sales negotiation model to help you manage the dynamics of sales negotiation situations.
- a better understanding of *strategies for making concessions*, with particular emphasis on avoiding costly concessions early in the sales process.
- a systematic approach to *planning* your sales negotiations.

*ESN* teaches skills, principles and concepts that are critical to sales success. The time you invest in the *ESN* workshop will help build both your professional and personal success and help your company build its profitability and competitive ability in the marketplace.

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