

# 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.

