

# SALES NEGO POWER WORKSHOP



## NEGOTIATING THE WIN WIN TO GET MORE SALES

Specially for Salespeople.

2 day

### Workshop Objectives:

- To grasp the key essence of what is involved in making a successful negotiation.
- To identify the keys to reading / understanding your customer at 'Key Touch Points'.
- To recognize the difference between the language of Sales vs Negotiation.
- To position for the WIN - WIN - WIN.
- To learn the art of objection management and aligning the strategic close.

Many many salespeople are so focused on pushing their product / services, they miss out on the most important element, 'The customer feeling they are winning, getting what they want'

### POTENTIAL VALUE OF THE SESSION

- ★ Mastering the skill of positioning your pitch
- ★ Capture the art of reading the customer
- ★ Win back sales that normally would be lost

### Methodology:

- An engaging approach to get all the participants involved in discussing and sharing their views
- Key activities are included to create a learn by experience environment
- A focus on reading the customer practiced through role-plays
- Case working to learn the ways to create a Win-Win
- All this forms part of the AL Trainings Methodology

### THE WORKSHOP MODULES

#### Negotiation Power

- The difference between negotiation vs selling
- The power attitudes you bring to the table
- Develop the belief in your ability to negotiate

#### Key Negotiation Skills

- Reading and understanding my customer
- Knowing their wants, needs and criticalities
- Knowing our options, limits and possibilities
- Recognizing the key touch points

#### The Language of Negotiation

- Talking dos and donts in negotiation
- Handling the negatives towards the positive
- Keep your eye on the ball

#### Getting the Job Done

- Pitching from the customer's viewpoint
- Strategic Managing of their objections
- Positioning and making the close
- Finishing with a WIN-WIN-WIN

Customers don't buy on their own, you negotiate the sale