

Professional Negotiation skills

-Référence: **IE-34**

-Durée: **2 Jours (14 Heures)**

Les objectifs de la formation

A qui s'adresse cette formation ?

POUR QUI :

Programme

- **The sales negotiation process**
 - Understanding different negotiation styles.
 - Evaluating the risks of sales negotiations.
 - Key principles of successful negotiations.
 - Building long-term relationships.
- **Negotiation Strategies**
 - Preparing and structuring every negotiation.
 - Identifying and leveraging interests of all parties in complex situations.
 - Dealing successfully with tough negotiators.
 - Establishing short and long-term Goals.
 - Building Trust & Rapport.
 - Positive Mental Attitude.
 - Affirmations & Visualizations.
 - Maximising the value proposition.
- **Buyers' Motivational Value Systems**
 - Understanding professional buyers' hidden agendas.
 - Top 10 tricks used by buyers.
 - Avoiding all tactics.

- Countering negotiation techniques.
- Dealing with conflict expertly.
- **Effective Listening**
 - Active Listening.
 - Asserting yourself in emotionally-tense situations.
 - Developing interpersonal relationships.
 - Identifying and understanding your negotiator's needs.
 - Enhancing your flexibility.
- **Questioning Techniques**
 - Uncovering Needs.
 - Real versus subconscious.
 - Advanced Questioning Techniques.
 - Questions types: Closed, Open, Paraphrasing.
- **Selling Benefits & Value**
 - Features or Benefits.
 - Seven key customer Needs: Security, Convenience, Peace of Mind, Economy, Save Time, Reliability, Save Money.
 - Customers buy benefits.
 - Selling what people really want to buy.
 - Learning to Build Value into your Offering.
 - Hands-on work What Value or Worth Does Your Product Have ?
- **Overcoming Objections**
 - The Four "P's": Price, Product, Personal and Postponement.
 - Tackling Objections, Issues & Concerns positively.
 - Objections means Opportunity.
- **Closing**
 - Removing the Fear of Failure.
 - Recognising Buying Signals.
 - Finessing the decision-making process.
 - Your role as Salesperson.
 - Seven proven Closing Techniques.

Programme

- Negotiating the contractual terms and conditions.
- Creating and nurturing long-term relationships.



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Nous sommes à votre disposition :
De Lun - Ven 09h00-18h00 et Sam 09H00 – 13H00

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