

NEGOTIATION SKILLS

The single biggest problem in communication is the illusion that it has taken place.

George Bernard Shaw

In reality, most of the time, our communication with others is successful. But, when things go wrong it is usually because we have 'assumed' that others see the problem, issue or even an opportunity the same way as we do. When they do see it differently from us, a barrier comes between us, things can go wrong, and those barriers can often seem insurmountable and in consequence generate frustration and tension for all parties concerned.

Improved negotiation skills will help you to interact more effectively with your prospects, customers and your fellow staff members. In this program we explore the most appropriate strategies, skills and tactics for effective negotiation and how to improve your power of influence.

The program will help participants:

- Understand and apply effective negotiation tactics and strategies.
- Understand and apply negotiation tactics and strategies to influence positively individuals and groups to drive deliver business/sales objectives.
- Assess the people you are negotiating with and communicate effectively with them
- Understand the value of investing in planning and preparation time.
- Secure win/win results.
- Counter aggressive negotiation tactics and methods for moving from aggressive to cooperative negotiation environments.
- Understand the methods of assessing and managing power relationships

Duration: One full day **Language:** English

Target Group: B2B/B2G salespeople/teams and sales managers.

Let's discuss how Applying Lean to How We Sell can help you and your sales teams deliver more revenue and a greater customer experience.

Call me or drop me an email to arrange a time for us to catch up

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