

Sales Negotiation Skills Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

Negotiation is a critical skill in sales that determines success in closing deals, building long-term client relationships, and driving profitability. The Sales Negotiation Skills Training by Multisoft Systems is designed to empower professionals with the essential techniques and strategies needed to navigate complex sales conversations confidently.

Module 1: Introduction to the Sales Negotiation and Sales Process

1.1 Overview of sales negotiation

- ✓ Definition and significance
- ✓ Key components of successful sales negotiations

1.2 Essential sales negotiation skills

- ✓ Identifying needs and interests
- ✓ Building rapport and establishing trust

1.3 The importance of listening and communication

- ✓ Active listening techniques
- ✓ Verbal and non-verbal communication strategies

1.4 Techniques for effective problem-solving

- ✓ Creative thinking in negotiations
- ✓ Finding mutually beneficial solutions

1.5 Developing interpersonal skills for negotiation

- ✓ Emotional intelligence in negotiations
- ✓ Managing emotions and stress

1.6 Strategies for persuasion

- ✓ Principles of influence and persuasion
- ✓ Tailoring your approach to different personalities

1.7 Enhancing customer service during negotiations

- ✓ Meeting customer expectations
- ✓ Handling complaints and feedback gracefully

1.8 The role of integrity in sales negotiation

- ✓ Ethical considerations
- ✓ Building long-term relationships through honesty

Module 2: Before Negotiation Begins

2.1 Setting the stage for successful negotiation

- ✓ Pre-negotiation preparation and research
- ✓ Establishing a positive negotiation environment

2.2 Understanding client objectives and expectations

- ✓ Techniques for uncovering client needs
- ✓ Aligning your objectives with client goals

2.3 Identifying and addressing the root causes of objections

- ✓ Root cause analysis for objections
- ✓ Strategies for preemptive objection handling

2.4 How to quantify the value proposition?

- ✓ Calculating and communicating value
- ✓ Utilizing value propositions in negotiations

2.5 Adopting the right mindset for negotiation

- ✓ Developing a win-win mindset
- ✓ Overcoming personal biases and assumptions

2.6 Establishing clear and achievable goals

- ✓ SMART goals in negotiation
- ✓ Prioritizing negotiation objectives

Module 3: Guidelines for Successful Negotiation

3.1 The importance of respect in negotiation

- ✓ Demonstrating respect and empathy
- ✓ The impact of respect on negotiation outcomes

3.2 Reaffirming value to strengthen your position

- ✓ Techniques for value reinforcement
- ✓ Communicating Unique Selling Propositions (USPs)

3.3 Strategies for defining and solving problems collaboratively

- ✓ Collaborative problem-solving models
- ✓ Encouraging open dialogue and idea sharing

3.4 Techniques for fostering collaboration and finding common ground

- ✓ Identifying shared interests
- ✓ Building consensus and agreement

Module 4: Strategies for Overcoming Objections

4.1 Handling price objections effectively

- ✓ Price negotiation tactics
- ✓ Framing the value beyond price

4.2 Differentiating your company from the competition

- ✓ Leveraging competitive advantages
- ✓ Creating a compelling competitive narrative

4.3 Addressing clients' fear of change

- ✓ Change management strategies in sales

- ✓ Mitigating risk and addressing concerns

4.4 Navigating timing and urgency objections

- ✓ Creating a sense of urgency
- ✓ Handling timing objections with tact

4.5 Managing the need for additional input or decision-makers

- ✓ Influencing decision-makers
- ✓ Strategies for multi-stakeholder negotiations

4.6 Overcoming personal politics and biases

- ✓ Navigating office politics in negotiations
- ✓ Addressing and mitigating biases

Module 5: Sales Negotiation Training and Tips

5.1 Team-focused negotiation training techniques

- ✓ Team roles and dynamics in negotiation
- ✓ Collaborative training exercises

5.2 Key strategies for successful sales negotiations

- ✓ Best practices and methodologies
- ✓ Adapting strategies to different sales scenarios

5.3 Tools and resources to enhance negotiation skills

- ✓ Digital tools for negotiation preparation and follow-up
- ✓ Resources for continuous learning and skill development

5.4 Practical tips for everyday negotiation challenges

- ✓ Common pitfalls and how to avoid them
- ✓ Quick tips for on-the-spot negotiations

Module 6: Strategies for Getting to Agreement

6.1 Understanding different negotiation styles

- ✓ Identifying your own and others' styles
- ✓ Adapting to various negotiation styles

6.2 Techniques for positional negotiation

- ✓ Strategies for firm, but fair negotiations
- ✓ Balancing assertiveness and flexibility

6.3 Strategies for addressing and refuting opposition

- ✓ Techniques for counterargument
- ✓ Maintaining focus on objectives

6.4 The role of third parties in negotiation

- ✓ When and how to involve mediators?
- ✓ Leveraging third-party validation

6.5 Innovative approaches to change the negotiation dynamic

- ✓ Shifting perspectives and reframing issues
- ✓ Creative solutions for deadlock situations

Module 7: After the Negotiation

7.1 Steps to take when an agreement is reached

- ✓ Documenting and formalizing agreements
- ✓ Post-negotiation follow-up

7.2 How to proceed if no agreement is reached?

- ✓ Evaluating the negotiation process

- ✓ Planning for future negotiations

7.3 Ensuring the longevity and effectiveness of agreements

- ✓ Monitoring and managing agreements
- ✓ Relationship management post-negotiation