

Effective Negotiation

Summary

The course is suitable for both buyers and sellers but is of particular use to those sales people who struggle with the actions required at the 'closing' stages of the sales process. Along with extensive opportunities to practice negotiation in a 'safe environment' the module also provides a model for the effective planning and execution of negotiations in which both parties can derive value.

Target Audience

Effective Negotiation is suitable for all sales professionals whatever their current level of development. However in general, participants should conform to one or more of the following definitions.

- Those new to selling in an internal or field based role
- Existing sales professionals who have not previously attended formal sales training
- Existing sales professionals who require training in specific aspects of the sales process
- Those being groomed to move into a selling role

Prerequisites

None

Objectives

To introduce participants to the ICON model of Negotiation
To understand the stages of the negotiation process and how they are carried out both at the 'negotiation table' and away from it
To introduce the concept of tradeable variables

Key Learning Take-Aways

Participants will be able to utilize the ICON model for conducting effective negotiations
Participants will have the ability to formulate best alternatives to non-agreement
Participants will have an action plan with which to carry out their next significant negotiation

Course Duration

This course is a 1 Day, instructor led, classroom delivered in an intense workshop environment

For more information on this program please contact John Marrow
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