



Corinium
Training

Negotiating Sales

Duration: 1 day

Content:

- A values-based approach to negotiating using the value proposition and getting on the same side of the table as the client to collaboratively create the right outcomes.
- The decision-making process in the sales / buying cycle and the powerful use of objections (they mean your client is interested enough to share issues) and how to use 'match and respond' to deal with any objection and use it to refine the value proposition
- Different negotiating 'tactics' and why they are effective in pressing certain human triggers and how to move away from them.
- Practice sessions to 'try out' new language patterns and actually negotiate contracts like they would back at the desk.
- All will be wrapped up in positive mindset and language patterns to ensure both they and clients feel confident

Delivery:

We can deliver this course either on a 1:1 or Group basis with a choice of virtual or face to face delivery (we can even tailor the content to suit your culture, values, branding etc)