

LEVEL 1

THE SALES NEGOTIATION *SALES ACCELERATOR*TM

INFORMATION PACKAGE



SALES TRAINING EXPERTSTM

CONSULTING, COACHING & TRAINING

SALES NEGOTIATION Level 1 Edition

SALES NEGOTIATION Sales Accelerator Is this the right program for my team?



Training Benefits:

- ◇ Team building
- ◇ Increased client negotiation effectiveness
- ◇ More effective approach to negotiation tactics
- ◇ Tools to manage new and existing clients
- ◇ Clear and effective negotiation sales model
- ◇ Practice and demonstrate effective negotiations

Targeted Skill Gaps:

- ◇ Negotiation best practices with clients
- ◇ New & existing client negotiation approach
- ◇ Setting negotiation goals
- ◇ Concession strategy in negotiation
- ◇ Negotiation planning
- ◇ Knowing what to say in negotiations

As a sales leader, HR professional, or business owner who's business is build on effective client relationships, you know the importance of negotiation skills with your team. Choosing the right negotiation selling program has 3 decision challenges that most sales leaders experience.

Challenge 1: Some reps need more negotiation skills training than others. Finding a program that matches all the skill gaps is important.

Challenge 2: You know that training events create short-term behavior change. You need a program that has a follow-up reinforcement coaching program.

Challenge 3: You want your facilitator to understand your business before they present to your team. You need an experienced trainer the team will listen too.

At Sales Training Experts we understand your challenges and more importantly we have solutions. Our sales negotiation program is designed as an overview program that trains all the critical skills. Our in-class delivery challenges more experienced reps, while creating a common language and negotiation selling system for everyone. Rookies and experienced reps both benefit. Our programs have live on-line coaching delivered after the training event. This ensures we transfer negotiation concepts to negotiation skills. All our trainers are certified by Sales Training Experts. They have years of experience and are highly skilled sales trainers.

Program Administration

- ◆ Onsite at your conference or offsite meeting
- ◆ Delivered in a session timed format
- ◆ Co-branded with your company logo
- ◆ Highly qualified instruction
- ◆ Scheduled to help manage multiple attendees
- ◆ All course materials provided
- ◆ Certificates provided upon completion

Who Should Attend?

Sales Representatives
Account Executives
Partners
Service Representatives

consulting | coaching | training

Course Outline



In this program we answer the following questions:

Understand the Framework for Effective Negotiation

- ☑ What is the science behind good negotiations?
- ☑ What are the key influencing principles I should follow when I am planning a negotiation?

Define the Negotiation Process

- ☑ How are the key influencing principles linked to the steps in the Negotiation Process?
- ☑ How does the negotiation process differ between new and existing clients?
- ☑ How do I define my goals in the negotiation process?
- ☑ What are the steps in the negotiation process?
- ☑ What should I seek or avoid in negotiation?
- ☑ How do I build my case to win?
- ☑ What type of concession strategy should I use?
- ☑ What are the next steps when the discussion begins?

Preemptive Pinch Points

- ☑ How can I avoid awkward situations in the negotiation?
- ☑ What do I say when I am feeling squeezed?

The Play Book: Knowing What to Say

- ☑ What are the tactics I can use to help me in my negotiation?

Course Objectives

- ◆ Understand the unique challenges of negotiating with new and existing clients
- ◆ Retain more clients and increase ROI in your accounts
- ◆ Explore the negotiation process through a client's perspective
- ◆ Practice pre-emptive sales techniques that will reduce the need for negotiation
- ◆ Receive the tools to be an effective negotiator
- ◆ Understand the complete negotiation process
- ◆ Know what to say in tough negotiations
- ◆ Reduce sales cycle times, and increase your return on time invested

Level 1 | 2 | 3 Certification Program

Our 'SALES NEGOTIATION' Sales Accelerator Program' is designed to train and encourage behavior change both during the training and after. Our Level 1, Level 2, and Level 3 certifications are earned by the sales professional after receiving their initial Certificate of Completion. Each level has a prescribed group of online assignments that are required to achieve this level. They require representatives to test their new selling skills and report back on their progress. These assignments are self-paced, and take approximately 2 hours to complete at each level. Once a level is completed, the participant is sent a 'Level Sticker Emblem' to affix to their original certificate along with a letter of congratulations.

A few of our valued clients...



*2018 Participant Approval Ratings:

- 86% Participant class ratings
- 96% Content delivered matched management expectations
- 100% Delivered on time and on budget

*Average based on all post course surveys by participants and managers.
*Statistics include all participant surveys completed Jan-Dec 2018
*Participant survey completion rate of 98%



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