

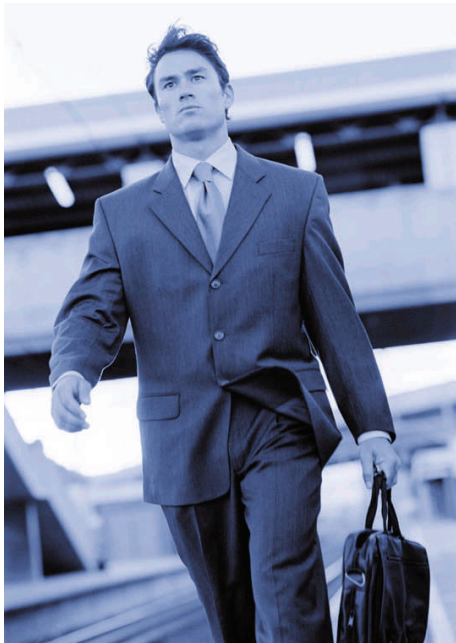


**DELIVERING RESULTS...increasing sales**

# Sales Negotiation

## Introduction

Deals are often won by discounting on the price with no compromise from the buyer. Whilst price pays its part in sales negotiation, it should not be the deciding factor and yet too often it is. Sales people need to be able to negotiate the value of their product or service and determine what is valuable to the customer. This 1 day workshop will consider how to plan and manage the situation to empower sales people to be confident in their negotiations and demonstrate to the customer the real benefits of doing business. This programme can help sales people as well as other individuals to negotiate.



## Programme Content

- Understand what negotiation is
- Know when to negotiate
- Preparation and planning
- Take a structured approach to negotiation
- Determine the tactics for negotiation
- Recognise negotiation styles
- Explore possibilities without commitment
- Close the deal to ensure both sides win
- Build lasting relationships
- Practice with use of case studies

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