



Sales Negotiations

Course Outline



Your business outcomes are our priority. Proving impact in real time.

Aim

This workshop is designed to assist the learners with the approach and skills necessary to enter competitive sales or buying orientated negotiations. It gives the learner a structured approach to the theory of negotiation easily enabling them to recognise tactics used against them and assisting them in gaining clarity on their own goals, thereby enabling better outcomes.

A comprehensive approach to negotiation, this workshop can be presented over one day's training. This workshop combines well with the presentation skills training workshop to form a two-day training session.

About this Course...

To assist with the conducting of negotiations in a non-offensive yet goal-driven manner.

Who Should Attend this Course?

This course will benefit all staff involved in negotiations, including sales staff, managers and supervisors.

Outcome

The learner will be able to identify the theory of a negotiation and be able to adapt their own communication to reach a favourable goal-orientated outcome.

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
119472	3	5	Accommodate audience and context needs in oral/signed communication

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1 Day

Content

Topic	What You Will Learn
The Negotiator	• The what, when, where, why and how of a good negotiator • How to approach clients and clearly communicate your message • The six key vulnerabilities in negotiation
Getting Ready to Negotiate	• The phases of negotiation • Our attitudes to negotiation • The six aspects of influence: reciprocity, scarcity, consensus, liking, authority, and consistency
Factors that Influence Negotiations	• The aspects that should be included in negotiations
Recognising Personalities and Behaviours	• Knowing when to enter which mode with a negotiated outcome in mind • Leveraging on cooperation vs. assertiveness to ensure that positive outcomes are reached • Recognising the steps to building rapport
Recognising Negotiating Tactics	• The negative approach, the concession, the accession, splitting the difference, and the ultimatum • Beware the bulk order and the salami effect • Good cop bad cop
Five Modes of Conflict	• The five modes: competing, avoiding, accommodating, compromising, and collaborating
Understanding the Concept of Power	• Internal power relates to confidence and knowledge and is not for others to take, it is simply yours • External power shifts from person to person depending on the situation, location, time etc. • Put it into practice by means of a case study
Practicals	• Putting it all into practice • Recognising negotiation tactics such as the salami effect and splitting the difference to close the deal • Having a system, paperwork and follow-up in place

Optional Purchases

When ROI and Implementation Matter

At Staff Training, we understand that each individual and/or organisation has unique needs and goals. We have developed a range of valuable, but optional purchases to maximise your training outcomes:

SETA Accredited Training Options

Most of our workshops are aligned with SETA Accredited unit standards, or you can opt for the fully accredited version of your workshop choice. This includes a certificate of competence when successfully completed. All other certificates are certificates of attendance.

The Afterburner

Afterburners are additions to selected workshops. These continued learning courses include a re-cap of material covered during the workshop and continue to expand on both knowledge and skills development for the workplace.

Skills Check

Skills Checks are extremely useful in the measurement of ROI of soft skills training. This tool is structured to help the learner improve on the implementation of new skills through a goal-driven process of accountability and reflection.

LevelUp Coaching

A 2-hour, one-on-one coaching option for those who would like to address and build on the knowledge they gained during training. Converting theory into practice under the tutelage of an experienced coach.

PowerPath Coaching

A powerful investment into your future leaders. One-on-one leadership coaching with the globally acclaimed Enneagram as the self-mastery tool.

Staff Training is an accredited IEQ9 Provider. Our Enneagram offerings include a SETA Accredited version of a leadership development workshop as well as an emotional intelligence and Enneagram combination. You can also explore our specialist hybrid offerings of workshops and coaching below.

<u>Enneagram Group Coaching Journey</u>	<u>Enneagram: Insight to Action</u>
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