

Advanced Selling and Negotiation Techniques

This program will help you to utilize your advanced selling skills. You will learn how to understand and handle objections, create an environment where you are comfortable selling your benefits and learn how to overcome buyer tactics and ploys. Through this course and continued practice, you will acquire effective skills in selling as well as negotiation.

Program Content:

Part 1

Selling Skills

- How to Plan for Sales Success
- The Selling and Buying Process
- The Importance of Selling Benefits
- Your Personality Style
- Successful Communication

Negotiation Selling

- Negotiate a Win/Win Agreement
- Appreciate Unique Factors and Value Added Service
- Comprehend Buyer Power and Seller Power

Part 2

Selling Your Services

- Handling Objections
- Expressing the Importance of Quality
- Determining What & How to Negotiate

Customer Tactics

- How to Identify Buyer Tactics and Ploys
- Apply Seller Counter Tactics and Ploys to Buyer Tactics and Ploys
- Use Ploys Effectively

Part 3

Creating the Selling Environment

- Understanding the Concept of Consultative Partnerships
- Create a Climate for Negotiation
- Understanding the Needs of the Buyers

Strategy

- Following a Step-by-Step Strategic Process
- Using Compromise Strategies
- Involving Your Team in the Strategic Negotiation Process

Summary