

Negotiation is nothing to be afraid of. For top salespeople, it is an enjoyable, exhilarating and often rewarding experience. You might have gained your first experience of negotiation on holiday. It is likely that you have realised that the considerable time and energy you spent in beating down the market traders' prices was wasted as the traders certainly will have increased their prices in the first place, on the basis that it makes the customer feel good to get a bargain. We usually hear of negotiating taking place where two sides are in disagreement or conflict. Whilst there should not be a conflict between a buyer and a seller, there are times when it can feel as though a struggle is taking place. The fundamental difference between selling and negotiation is the composition of the eventual outcome for both parties concerned. With selling, the focus remains on the specific advantages associated with products and services. In the process of negotiation, the emphasis is on the impact on profitability, and also, the potential lessening in costs to both parties at the end of the discussions.¹

Accreditation

This MasterClass is accredited by the Institute of Professional Selling and attracts credits towards the ICM Advanced Diploma in Professional Selling – a degree level qualification provided by the International College of Professional Selling.

Benefits

The major benefit of adopting the lessons learned in the MasterClass will be a focus on the things in your personal and business life which are important and will contribute towards goal achievement.

Learning Outcomes

At the end of this MasterClass participants will be able to:-

- Explore their usual style of negotiation
- Learn from the successes and failures of their negotiating experiences and apply remedial action to improve it if appropriate
- Explain what negotiation is
- Determine when negotiation might not be possible or desirable
- Appreciate that there are two clear sides in negotiation – both equal
- Identify the strengths and weaknesses their own and the other person's negotiation positions
- Recognise the importance of preparation when negotiating
- Understand buyers' objections and deal with perceived competitor threats
- Correctly calculate negotiating options
- Deliver a structured and recommended approach to negotiation situations

Approach

This MasterClass is only available for in-house delivery for up to ten delegates at an all-inclusive cost of €2,495.00. A workshop-based approach is used with high levels of delegate activity.

¹ John Lidstone, *Manual of Sales Negotiation*, Gower 1991

Training Plan

Session	Purpose	Content
1	To set the scene and enable focus on the topic.	Definitions of negotiation. When negotiation is possible and when it's not. The process of negotiation.
2	To test understanding of the essential elements of negotiation and establish a platform for learning.	The differences between Win-Win; Win-Lose; Lose-Lose; and Lose-Win.
3	To understand negotiation from the other side's point of view.	A SWOT analysis of each side's negotiation standing.
4	To define and explain 'Best Outcome' and 'Absolute Bottom Line'.	Calculations of an ideal profit margin. Calculations of least acceptable profit margin.
5	To learn a structured approach to negotiation.	A six-stage process for negotiation: 1. Set realistic objectives. 2. Ask questions about the customer's negotiating position. 3. Make an opening offer. 4. Listen, and if necessary, make concessions. 5. Review your position and that of the customer. 6. Make a final offer, and stick to it.
6	To acquire negotiating skills.	Using a case study, build up negotiating skills.
7	To review the course.	Review and knowledge test.

Learning Evaluation

- Participants will undertake a knowledge test at the end of the course to assist in embedding knowledge and encourage behavioural change.
- Participants will complete an end of course evaluation.

Progression

Successful completion of this MasterClass will earn the participant credits against the ICM Advanced Diploma in Professional Selling.

Contact

For further details of this and other performance improvement programmes and processes contact us at:



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