

Sales Negotiation

Objectives:

It's no secret that the sales industry continues to change and evolve rapidly; Today's buyers expect to be educated rather than sold, the focus now is on knowing how to guide buyers into making decisions that will reduce their pain and increase their joy and satisfaction. This puts more pressure on salespeople; they not only have to act as guides to their buyers, but also as coaches to insure they clearly identify what they need, and show them how to attain it.

This exciting and dynamic profession, although it is often underrated and misunderstood. The back-slapping, high pressure, joke-telling sales person has disappeared. In his place is a new generation of sales professional coaches: highly trained and well groomed, with the characteristics of honesty, trustworthiness, exceptional communication/negotiation skills, and competence. This workshop will help you learn how to be one of those smart sales professional coaches.

What Topics are Covered?

- 1- Highly effective emotional intelligence techniques; to make sure that the sales professional is always aware of his/her emotional states, and know how to engage themselves in states that will maximize their selling performance, while also being aware of the buyer's emotional states and knowing how to engage them in positive states to facilitate their decision making for buying.
- 2- Exceptional communication and persuasion skills that will help the sales professional easily bond with their clients, clearly identify their needs and criteria for buying, and then guide them into making delightful decisions that will ensure the establishment of a long term profitable relationship.

Contents:

Day One: Unleashing your very best Performance

Session One -The new Approach to Selling

- How The profession of selling has changed over time
- The new Approach to Selling (Coaching Clients)
- Why Clients are no longer Product oriented
- Why people buy
- Problem oriented selling Vs. Experience oriented selling
- Logical Vs. Emotional decision making



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- Characteristics of top selling sales people (Brain Tracy Model)
- Taking your skills to a much higher level (From Good to OUTSTANDING performance)
- Coaching Conversations 101

Session Two – Managing your emotional state

- Mind Psychology made easy (How our minds operate)
- Developing unshakable confidence
- Basic Presuppositions of persuasion and influence
- Setting higher Intentions for Selling (Going beyond Win/Win)
- Setting empowering Beliefs
- Eliminating fears and obstacles
- Accessing your Top selling internal and best performance states
- Getting into FLOW states

Session Three – Personality Types

- Developing Awareness of your own personality type
- Developing Awareness of the client's personality type
- Strengths and weaknesses of each personality type
- Developing flexibility in communicating with each type
- What attracts and persuades each type

Session Four – Nonverbal Communication

- How to read others emotions through their body language
- Making memorable first and last impressions
- Know if your message is getting through
- When to be flexible and when to change your communication strategy
- Develop Rapport and Trust with anyone in less than 1 min
- Nonverbal communication Tactics

Day Two: Exceptional Communication Skills

Session One –Thinking Styles and Precision Questioning

- The NLP communication and representational systems Models
- Develop Awareness of the 3 different thinking Styles and how to communicate to each Style
- Needs Analysis 101
- The Precision model of questioning to clearly identify needs
- Making Sure you understand what the client intends to communicate



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Session Two – Conflict/Negotiation Styles

- How people react to conflict
- The 5 Styles of handling conflict
- Pros and Cons of each style
- When to use each style
- View Various Perspectives for Big Picture
- Elicit Values to Build Commitment

Session 3 – Successful Negotiation Elements

- Communication and Relationships
- Interests and Options
- Commitments and Legitimacy
- Best Alternative To Negotiated Agreement
- Express Appreciation
- Build Affiliation
- Respect Autonomy
- Acknowledge Status
- Choose Fulfilling Roles

Session Four - Conduct Effective Win-Win Negotiations

- Don't Bargain over Positions
- Separate the People from the Problem
- Focus on Interests Not Positions
- Invent Options for Mutual Gain
- Insist on Using Objective Criteria

Day Three: Reaching your Destination –Getting to that YES

Session One – Overcoming Difficult Negotiations

- Don't React: Go to the Balcony
- Don't Argue: Step to their Side
- Don't Reject: Reframe the Meaning
- Don't Push: Build a Golden Bridge
- Don't Escalate: Use Power to Educate

Session Two – Assertiveness in Communication

- How to communicate assertively
- Influencing the Client's Decisions
- How to say "No" without offending

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- Get the Client to change their mind
- How to communicate Differences of opinions without offending

Session Three – Handling Objections Mastery

- Objections Types/Classifications and criteria
- What objections really mean
- How to Systemically Handle objections
- The Art of Reframing Objections
- How to respond to any objection in 10 different ways
- Common objections and common tactics
- Going beyond “common”; Stimulating creativity using NLP Reframing Model
- Content Vs. Context Reframing
- 5 secrets to transform objections around

Session Four – The Close

- Where does all this lead to?
- At which point do I start Closing?
- Buying Signals
- What if I have missed something important?
- Closing Techniques
- Future Pacing for commitment
- Wrap up

Language:

- The materials for the trainees will be in English.
- The language of instruction will be in Arabic / English.