



NewGrange

TRAINING & SERVICES LTD

Better People, Better Business®

Negotiating Skills for Sales People

This one day course is designed for sales people, selling products or services, where negotiation is part of the process leading to a successful sale. This course will identify the specific differences between sales and negotiation. Delegates will cover and learn how to negotiate business deals that are acceptable to both buyer and seller.



Who should attend?

All personnel who sell or buy for your company

Benefits to your organisation

Increased company profits. Your sales staff can make use of your Unique Selling Points (USP's). Understand customers buying motives and negotiating styles.

Course Location:	On-Site at your premises
Course Duration:	One Full Day, 9.30am - 4.30pm (date to suit you)
No. of Delegates:	10 delegates max

Course Programme

- Self evaluation questionnaire on negotiating
- Five stage negotiation process
- Structure of a negotiation
- Effective negotiation styles
- Rules of Negotiation
- Etiquette of negotiation
- Negotiation planning
- Tactics for negotiation

Delegates Receive:

Certificate of Training

Course Notes

Course Materials

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