

# Sales Negotiation Skills

This hands-on one-and-a-half-day workshop is designed to provide participants with the mindset, skills and tools to increase their effectiveness in negotiations.

## Learning Outcomes

- Identify the mindset required to effectively negotiate
- Assess yourself against the six core negotiation skills
- Analyze how buyers manage their portfolio
- Recognize how to move from demands to needs
- Improve your negotiation planning
- Examine “give to get” and trading strategies
- Identify and deal with competitive tactics

## Program Flow

### Welcome

Introduction  
Learning objectives  
Value selling refresher  
Gallery walk

### Mindset

Mindset / Beliefs  
conversation  
Bargaining clock  
Fairness and win/win

### Core Skills

Core negotiation skills  
Activity: New England  
Eagles  
Integrative vs. Distributive  
negotiations and  
implications

### Preparation

Activity: Last Table Standing  
(competitive)  
Planning tool introduction  
Beginning application  
Opening offers and counter  
offers practice

### Demands to Needs

Questions and silence  
Buyer’s perspective

### Give to Get

Things of value  
Trading  
Amateur vs. Professional

### Competitive Tactics

Dealing with procurement  
Competitive tactics and  
practice  
Making concessions  
Walking away  
What’s next?

### Workshop Close

Workshop evaluation