

Negotiating to Maximise Margins

One Day Course

Who will benefit

This course is designed for professionals who need to negotiate effectively with colleagues, suppliers and customers. The course examines negotiation techniques to enable profitable selling through maximising margins.

Objectives

The course will enable participants to achieve the following:

- Understand what is required in preparation for successful negotiations
- Appreciate pricing strategy and the importance of profitable selling
- Use negotiation skills and tactics to achieve maximum margins
- Provide an opportunity to discuss and practice scenarios to develop negotiation skills
- Develop long-term partnerships

Course Outline

The Process of Negotiation

- The value of negotiating
- How negotiating differs from selling
- When negotiating begins
- Defining your role in the sales process

How to Plan the Strategy

- The importance of preparation
- Setting clear goals and objectives
- Targets - bottom line and optimum aim
- Pricing strategy
- Recognising the customer's needs and motivation
- How to maximise profitable selling

The Negotiation

- Interpersonal skills and body language
- Presenting your case
- Opening bids and offers
- Handling objections and rejections
- Negotiating tactics

Clinching the Deal

- Going for commitment
- Closing techniques
- Creating win/win outcomes
- Developing a long-term relationship

Telephone Negotiation

- Voice and personality projection
- Telephone tactics in negotiation
- Managing the call

Action Plan

- Participants plan and discuss what they will do as a result of attending the course.