

Training

Duration: 1 day

Training

The art of sales negotiation

Audience

Sales Managers, Business Managers, KAM (Key Account Managers), Global Account Managers, Customer Success Managers, Sales and Marketing Directors, or any person involved in sales negotiations (Back Office Teams, Technical Pre-Sales Teams, Experts...).

Course objectives

- Evaluate the negotiation landscape (balance of power)
- Tough negotiation preparation methods
- Influence the counterpart
- Master a set of tools to navigate through difficult buyer objections
- Improve ability to justify value and protect or increase deal size
- Increase win ratio and decrease sales cycle
- Optimise concessions and compensations
- Select the most appropriate negotiation tactics
- Control one's attitude in front of a professional buyer

Course means

- Senior sales performance & digital marketing consultant and certified trainer.
- Remote or in-person training.
- Maximum group size: 8 participants.

Course cost

€2,010 VAT excl.

Course content

Evaluate: negotiation role play

The participants will prepare and run a short negotiation round. This will help understand the underlying mechanics of a negotiation, a dynamic process. The goal will be to achieve a mutually acceptable result that satisfies the interests (needs/priorities) of both sides at the lowest cost to each.

Practice: negotiation role play.

Manage pressure

We'll use real-life examples to evaluate the best courses of action for negotiations under high pressure. The balance of power will be assessed with a dynamic operational tool. We'll clarify the notion of value in a negotiation and the 3 dimensions to keep under control.

Practice: assess the balance of power in a current negotiation.

ZOPA and boundaries

In this module, we'll work on the Zone of Possible Agreement i.e. the range in which the parties can find common ground in a negotiation. This will help define our limits: it's a huge advantage to know the upper and lower boundaries of a ZOPA. In order to determine the first offer (upper limit), which can anchor or kill the negotiation, we will evaluate the BATNA (Best Alternative To a Negotiated Agreement). We will also set our target and walk away point.

Practice: set the boundaries on different points of negotiation (real-life cases) and find at list 2 sales arguments per point.

Concessions and compensations

During this workshop, we will build a negotiation matrix using an interactive tool showing weighted concessions and the compensations we can ask our counterpart for. This is the core part of any negotiation prep: we will draw a prioritised list of the concessions we're willing to make and what we want in return.

Practice: construction of a concessions-compensations matrix and final negotiation match between participants.

Tools and documents

- Self-evaluation and simulation tools.
- Methodological tools customised to the participants' real-life negotiations.
- Facilitator's personalised feedback.
- Online summary documents.

Just a word about the trainer

A 35-year experience. After graduating from a business school, Pierre-Olivier held a variety of roles at Lexmark: EMEA Product Manager, Retail Key Account Manager (with tough retail negotiations techniques!), Reseller Sales Manager, Account Executive and Head of Marketing Worldwide. He then joined the Polaroid team, who struggled with digital transformation, to lead the European digital division. Since 2009, he's been helping large groups and SMEs in more than 20 countries on sales and marketing challenges.

Pierre-Olivier (a.k.a. "PoP", his initials) founded Pentalogy in 2011, a consulting firm reuniting bloody good and comprehensive experts who do serious things without taking themselves too seriously. Pentalogy is a key partner in sales performance and digital marketing for different major investment funds.