"The solutions are pragmatic, practical and can be implemented directly into day-to-day business."

MATERIALS MANAGER, EATON AUTOMOTIVE

Professional Sales Negotiations® focuses on Defining, Preparing and Leading negotiations, and develops a sales professional’s ability to:

- Assess when to use selling, transactional or consultative negotiation skills.
- Analyze and balance points-of-view of both the customer and the organisation to be able to negotiate effectively.
- Use planning tools that enable success through planned and spontaneous negotiations.

WHO SHOULD ATTEND

Experienced sales professionals and sales managers.

SUMMARY

To build lasting, profitable client relationships, sales professionals must be able to negotiate agreements that benefit everyone: the customer, the salesperson, and their organisation.

Professional Sales Negotiations™ provides sales professionals with the concepts and skills needed to steer face-to-face negotiations to a successful close.
In three modules – Defining, Preparing, and Leading – the programme teaches your sales professionals how to:

- Determine which situations require selling skills versus transactional or consultative negotiation skills and when to use these skills.
- Analyze the customer and sales points of view to gain the perspective needed to negotiate effectively.
- Develop a negotiating strategy that optimises the outcome for all parties and results in a mutually beneficial agreement.
- Adopt a rational mindset for negotiating.
- Lead a consultative sales negotiation through to a successful conclusion.
- Redirect counterproductive behaviours to maintain a consultative approach.
- Generate variables and alternatives that satisfy the requirements of all parties and satisfy both negotiating and relationship goals.
- Utilise planning tools that enable success – in both planned and spontaneous negotiations.

Throughout the programme, participants focus on planning for their own client negotiations, brainstorming options with their peers, and practicing negotiation strategies.

**GROWING AS A LEADER.**

Your sales professionals will:

- Improve their sales performance by refining their ability in a critical selling skill.
- Experience more confidence in handling challenging negotiations.
- Feel a greater sense of control during negotiating sessions.
- Experience stronger salesperson/customer relationships by ensuring that the customer benefits.

**LEADING TO GROWTH.**

Your organisation will experience:

- Increased profits from giving your salespeople the know-how to negotiate for your organisation’s profitability, not just to close the sale.
- Shortened sales cycles by helping sales professionals consider potential solutions before meeting with customers.
- An enhanced image and stronger ties with customers by showing your salespeople how to negotiate agreements with customers’ best interests in mind.

**A WINNING STRATEGY TO ADVANCE YOUR CAREER**

**HOW YOUR ORGANISATION WILL BENEFIT**

**TAKE YOUR NEXT STEP.**

The training programmes of MHIGLOBAL.ACADEMY provide you with practical sales knowledge, strategies, and tools to enhance your sales performance.

Visit [WWW.MHIGLOBAL.ACADEMY](http://WWW.MHIGLOBAL.ACADEMY) for all upcoming dates that best fit your needs.

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