



Professional Sales Negotiation: Leading the Team

Become a confident, skilled sales negotiator by understanding and practising advanced negotiation methods through interactive exercises and role-plays.

Course Leader: Ian Henley, Chairman, *ChangeBEAT*

Who is it for?

Sales professionals, account managers, technical managers, consultants, project managers and sales managers who are required to take an increasing role in the negotiation of ICT solutions sales.

What is it about?

ICT and technology sales increasingly hinge on delivering a complete package of hardware, software and services. Customers' decision-makers look to the balance of commercial value versus risk, rather than product features. Inevitably this means that we need to treat negotiation as a many-to-many activity, with multiple negotiated agreements between the vendor and customer. The skilled negotiator progresses to an acceptable agreement by marshalling a wide range of resources to maximise the value of the deal to both parties. At the same time he avoids the traps set by the unscrupulous, and leaves the customer feeling positive about the value of the deal.

How do you benefit?

By the end of this course, attendees should be able to plan sales negotiations and anticipate buyer demands. You will understand the transition from the sales cycle into the negotiation and know how to avoid being led on by the buyer into making needless concessions. You will understand the advanced skills used by experienced negotiators.

The course uses exercises and role-play based on a real life case study. It also examines strategies for dealing with the classic issues in ICT and technology sales negotiation including price, delays, loose specifications, intellectual property, licence terms, warranty and support.

Course Overview

- Introducing the negotiation model
- The characteristics of negotiation
- Buyer profiles
- *Giving freely* and how to avoid it

- Buyer objections
- Planning the negotiation
- Advanced negotiation skills
- Handling pressure
- Bluffing and probing
- Signalling
- Conditional offers
- Open discussion and wrap-up

The course focuses on the sales negotiation, which typically leads to a Letter of Intent or Document of Understanding.

Testimonials

"A practical and well run course that delivers immediate benefits to our sales campaigns. This was the unanimous verdict from my sales team."

Roddy MacLennan, Sales & Marketing Director, Devoteam UK Ltd

"Excellent course. Ian's background with IBM and his own businesses gives him a high degree of credibility in this area. Enjoyed the role plays - especially playing a buyer negotiating with my sales colleagues!"

Neal McCrea, Account Manager, Devoteam UK Ltd

"I thought the course was both very informative and well delivered. All of the attendees were engaged throughout the whole day. I would highly recommended the course to all levels of sales professionals."

Matt Hicks, Business Development Executive, Unilink Software

"This was a highly informative training course offering in-depth knowledge and skills to negotiate better in real sales situations. I would highly recommend this training course as it has definitely benefited me by providing additional skills to negotiate better."

Naveed Sheikh, Sales Executive, Unilink Software

Venue	Intellect Conference Suite, Russell Square House
Max	16
Duration	One day
Time	09:30-17:00
Fee	Intellect members £395+VAT non-member £695+VAT