

## Learn the key tools to **be a great negotiator!**

By using the collaborative approach of WIN-WIN so that you continue a great relationship with your clients and understand some of the mistakes many make.

Splitting the difference is not negotiation!

**~90% of all sales objections can be predicted before the negotiation starts...**

### Expected Benefits

- ✓ How to effectively negotiate in the modern business world.
- ✓ Learn an effective **qualification framework**.
- ✓ Know **what to identify** before stepping into a negotiation.
- ✓ Understand what to expect at the end of a meeting.
- ✓ Learn the correct **questioning skills**.
- ✓ Become a chameleon and adapt to different **personality types**.
- ✓ Learn the common mistakes that drive down margins and lengthen sales cycles.
- ✓ How to **get the maximum fees and margins** for your products and services.

“This course covers a broad range of topics and gave me a much bigger understanding of the field than I had before, and opportunities to practice them. SBR use their previous experience in sales to make the theory more relatable.”



Max Thorp (Delegate) *from Ocado*

### What is included in the training?

-  Remote or in-house training.
-  Tools & checklists to take away.
-  Quizzes, case studies, role plays, and stories.
-  A negotiation planner & workbook.

### Example Deliverables

- Recognise the key tools of negotiation such as: **Variables, Constants & Coverts**
- Know your **BATNA (Best Alternative To Negotiated Agreement) & ZOPA (Zone of Possible Agreement)** when approaching the negotiation table.
- Discover the **6 key mistakes in negotiation**.
- Learn **10 negotiation techniques** commonly used by procurement.
- **Qualification & pre-approach** + more from our **negotiation methodology**.
- Learn the common **buyer manipulation tactics** and how to counter them.
- Understand the client's personality type with the **DiSC framework**.