



"CREATIVE negotiating"

2 or 3 challenging and enjoyable days personalised to develop the negotiating skills and **RESULTS** of each individual delegate

"ANYONE in any sales role NEEDS to understand the psychologies and be proficient in using the techniques of negotiating"

"Creative Negotiating" is aimed at:

Professional salespeople at any level (each course is personalised for delegates) whose job role facilitates them being able to genuinely LISTEN to their customers' needs and then seek flexible solutions for them, within company policies.



PERSONALISATION

Ideal numbers on any one course are 6 to 8. Each group is carefully researched so we can ensure the level is appropriate and the resources and authorities of delegates are presented accurately to enable us to **simulate the challenges they face in their roles.**

Course Fees - from £1,400 for two days and £1,850 for three days - for up to 6 delegates - extra delegates £40 per head per day

CREATIVELY negotiating for immediate results and WIN-WIN

any competent salesperson will always "help a customer buy" by introducing Variable and Negotiating for **WIN-WIN**

CREATIVE Negotiating

an example programme

Monday

- 11.00 Negotiating defined; psychologies, objectives, process
- 12.00 Presentations by delegates on own situations/ case studies
- 1.00 LUNCH
- 1.45 Mind mapping and creative thinking - practical exercises
- 3.45 The skills of control and self control under pressure
- 5.15 Personal projection; body language and the negotiator
- 6.30 Introductory discussion on establishing the relationship for WIN-WIN and the customer's "real" needs (hidden agenda)

Tuesday

- 9.00 Power Negotiating - questioning and listening techniques to uncover the "hidden needs/agenda" - practical work
- 11.15 An introduction to **JANUS** creative planning
- 1.00 LUNCH
- 1.45 Planning and preparing to negotiate - Variable Analysis
- 3.30 The Steps to a negotiation; the psychology of the process
- 4.30 Opening Negotiations - discussion and debating techniques; agreeing scenarios and "shopping lists"; avoiding deadlock
- 6.30 Project work writing scenarios for case studies

Wednesday

- 8.30 Debrief from evening projects; recap on day two
- 9.00 Trading and bargaining techniques
- 10.30 Closing and summarising; ensuring value satisfaction
- 11.30 Preparation for negotiating role plays using case studies
- 1.00 LUNCH
- 1.30 Negotiating role plays
- 4.00 Self and group analysis; preparation and presentation of action plans
- 5.00 Summary and close

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