

Essential Selling and Negotiation programme - Virtual

The complete commercial conversation delivered through a practical selling and negotiation programme

APPROACH

6 Step Kaleidoscopic preparation planning process



SKATER Negotiation process

The process provides a basis for moving between stages as many times as needed.



LEARNING JOURNEY

PRE-WORK before sessions:

Self-directed Learning assets (SDLs) are used to learn theory in advance and make workshop sessions more valuable

01 Essential Selling Part 1	02 Essential Selling Part 2	03 Essential Negotiation Part 1	04 Essential Negotiation Part 2	05 Essential Negotiation Part 3
<p>Selling vs Negotiation</p> <p>Meeting framework & Kaleidoscopic Prep</p> <p>Objective Setting</p> <p>Case study preparation</p> <p>Create the conditions – people styles</p> <p>Align on needs – questioning skills</p> <p>Case study part 1: Questioning role plays</p> <p>SDL 1</p>	<p>Transition – move to persuasive sell</p> <p>The persuasive selling process</p> <p>Persuasive selling practice exercise</p> <p>Dealing with buying resistance: KLARDOC</p> <p>Case study part 2: Persuasive sell role plays</p> <p>SDL 2</p>	<p>Dealing with buying resistance: Negotiation</p> <p>SKATER & Negotiation Kaleidoscopic Prep</p> <p>Group Negotiation role play</p> <p>K Prep: Negotiation objectives</p> <p>K Prep: Effective Negotiation questions</p> <p>K Prep: Negotiation variables</p> <p>SDL 3</p>	<p>K Prep: Balance of power</p> <p>K Prep: People</p> <p>K Prep: Trading variables</p> <p>Negotiation Language</p> <p>Negotiation role play</p> <p>SDL 4</p>	<p>Alignment & Trial runs</p> <p>Excellent (Selling &) Negotiation</p> <p>Final case study role play preparation</p> <p>Gaining commitment (Closing)</p> <p>Final Negotiation role play</p> <p>Learning consolidation & action planning</p> <p>SDL 5</p>

AUDIENCE

Commercial professionals, looking to understand fundamental selling & negotiation approaches especially:

Account Executives, junior Account Managers and National Account Managers

2 facilitators lead ideally 8 delegates

OUTCOMES

Knowledge and practice of the Structured Customer Meeting framework
Realising the Benefits of the outcome

Individual action plan with feedback from 6 role plays (3 Selling & 3 Negotiation)

Understand Kaleidoscopic Preparation from a Selling and Negotiation perspective

Enhanced selling & negotiation capability - putting theory into real-life role play practice

Comprehensive knowledge of the SKATER approach to effectively engage with and then negotiate with all types of customers

Specific skills practised include:
Questioning skills, Identifying needs
Flexing personal style, Proposal creation, Persuasive Selling, Objection handling, Negotiation Planning
Full range of Negotiation Behaviours

OUR UNIQUENESS

Approachable experts with senior commercial experience

Tailored and flexible engagements to meet your needs

Practical and ongoing support to deliver change

Collaborative approach to create sustainable agreements