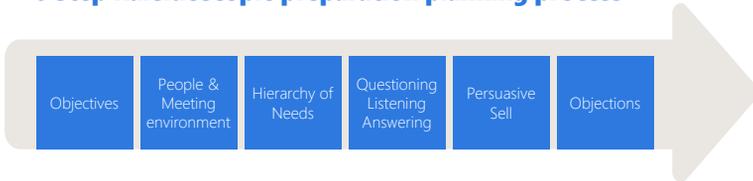


Essential Selling and Negotiation programme

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



Programme benefits:

- Proven selling process gives structure and confidence
- Clear rules and guidelines are established for moving between selling and negotiation
- Consistent language enables clear transition
- Multiple roleplays lock in learnings and deliver behaviour change

DAY 1 Setting up the sale

- Welcome & Introduction
- Selling introduction & warm up role play
- Framework Overview & K Prep
- Objectives
- Create the Conditions
- SCM: Align on Needs
- Transition
- Case Study part 1: Questioning Role Plays
- Role Play Debrief
- SCM: Persuasive Sell
- Persuasive Sell exercise

DAY 2 Plan outputs

- Case study part 2: Selling Role Plays
- Role Play Debrief
- SCM: Overcoming Objections
- Group Negotiation Role Play
- Role Play Debrief
- K Prep: Objectives
- K Prep: Effective Questioning
- K Prep: Variables
- K Prep: Trading Variables
- Language
- Negotiation Role Play
- Role Play Debrief

DAY 3 Alignment & Selling the Plan

- K Prep: People
- K Prep: Balance of Power
- K Prep: Trading Variables
- Trial runs
- Alignment
- Excellent Negotiation
- Final Negotiation Role Play
- Group Discussion
- Gaining Commitment
- Realise the benefits
- Learning consolidation & action planning

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	Understand Kaleidoscopic Preparation from a Selling and Negotiation perspective	Comprehensive knowledge of the SKATER approach to effectively engage with and then negotiate with all types of customers
Individual action plan with feedback from 6 role plays (3 Selling & 3 Negotiation)	Enhanced selling & negotiation capability - putting theory into real-life role play practice	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