

NEG Negotiating

Negotiating: In virtually every sales process, there will be a point at which the salesperson and the customer discuss a deal. Typically initiated with a proposal, the quality of this “give and take” process has enormous implications in keeping the deal on the table, creating a profitable transaction and preserving a successful long-term relationship. In this course you are taught the principles, tips and techniques for planning and executing the negotiations that are sure to surround their proposals.

Effective sales people know the importance of meeting customer needs within the context a profitable transaction.

Various points of view exist in the typical selling situation, so achieving this balance requires strategy, thought and skill.

To achieve a win-win outcome, you must negotiate the parameters of the sale in a way that is beneficial to both your customer and you and your company.

This is exactly what this course is designed to help you do.

COURSE OUTLINE:

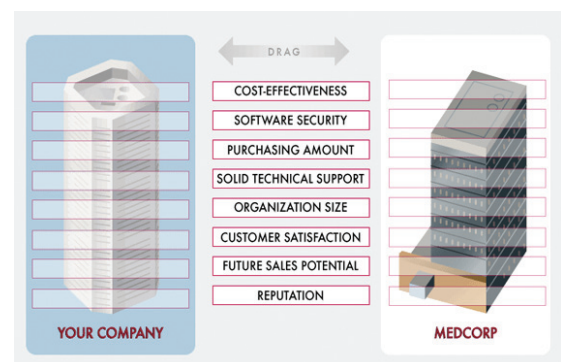
- Self-Assessment
- Introduction to Tactics:
 - Part 1: Getting Ready to Negotiate
 - Part 2: Interpersonal Dynamics
 - Part 3: Achieving a Win-Win Outcome
- Practice Negotiating
- Knowledge Challenge

eLearning with real-world relevance



Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Designed for adult learners



Because of the rich instructional design, the ValueSelling Essentials courses can be tailored to any company, language, or selling situation.

What is ValueSelling Essentials®?



The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to

promote the highest level of interactivity with the participant, ValueSelling Essentials can be customized for large enterprises to tailor the look and feel of the series to the company's character. In addition, all the courses in the series can be adapted for specific uses.

The ValueSelling Essentials series of e-learning courses can be purchased in its entirety or by individual course.

ValueSelling Essentials is built to the highest standards and is SCORM-compliant. In addition, it is closed-captioned for the hearing impaired.

For more information, visit <http://www.valueselling.com/our-solutions/valueselling-essentials.html>



is a series of 10 e-learning courses, each 45 minutes long, designed to build basic sales skills and increase win rates. The series utilizes the latest technology to facilitate efficient and effective adult learning.

Communication Techniques



Client-Facing Skills



Productivity Skills



About ValueSelling Associates

ValueSelling Associates, based in Rancho Santa Fe, CA, is the creator of the ValueSelling Framework®, the sales methodology preferred by sales executives around the globe. Since 1991, ValueSelling Associates has helped thousands of sales professionals increase their sales productivity. Offering customized training to FORTUNE 1000 companies, mid-sized businesses, to early stage startup organizations, ValueSelling Associates' proprietary sales training tools and consulting services deliver measurable results.

Clients turn to the experts at ValueSelling Associates for classroom and online training and consulting services that yield immediate impact, repeatable strategies, and sustainable results.

Visit www.valueselling.com.

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The proven formula for accelerating sales results.