



# SALESLEVERS

## Negotiation

### Why?

In a challenging business environment, everything becomes negotiable. At the same time many negotiations need to be conducted in the context of ongoing relationships.

Negotiations have changed significantly and instead of being about “zero sum” games where there has to be a winner and a loser, there is a tremendous opportunity for effective negotiators to identify increased value for both parties.

### What?

**Skills, tips, techniques, and methodologies to make negotiations easier, more enjoyable, and more effective**

- 1 Why this matters
- 2 Negotiation game
- 3 Relationship goals
- 4 Assess the situation
- 5 Prepare the ground
- 6 Working as a team
- 7 Forming the offer
- 8 Tactics and bargaining
- 9 Moving forward
- 10 Making it happen

### How?

**Training Ground:** Develop salespeople through:

1. **Face-to-face workshops** (typically 3 days) working with small groups for maximum impact. Most workshops make application in live negotiating sessions.
2. **Remote learning** (typically mini-sessions building into a 10 hour programme) or
3. A **hybrid** approach.

**Kitbag:** Work on negotiation tools e.g., value checklists

**Playbook:** e.g., planning and executing a sales negotiation



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## What if?

There is a direct correlation between developing negotiation skills and improving the business result. Even something as simple as having the confidence to trade a variable rather than giving it away can save thousands of pounds in a negotiation.

## Why SalesLevers?

The SalesLevers team members have delivered significant results for clients ranging from global risk managers to asset finance businesses, from manufacturers to technology companies.

Participants and companies value our pragmatic, results-oriented approach that draws on a wide range of proven and innovative negotiation techniques.