



Negotiation exercise - practical application of the positioning principles and the first offer - 1.5 h

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Context

Business negotiation is an integral part of most B2B sales processes conducted online or offline. Therefore, building negotiation skills is essential to increase the profitability of closed deals. In real life, you almost never know how much money you have left on the table, what could have done better, or even worse. Sometimes, you are misled by a negative reaction of the negotiating partner who is only preparing his premises for the next meeting. Whether we are talking about a transactional or consultative sales process, regardless of the industry, we can say that an exceptional salesperson is essential to running a business, and a very good negotiator is the one to make the business more profitable in the long run.

Digitization, access to information, even a substantial change in the way professional salespeople relate to their role and their expectations, all lead to the need for a permanent adaptation of the negotiation techniques and tactics that lead you to success. There are many that do not work anymore. They are outdated, even if they worked 20 years ago. Your client is new, different. Bear in mind his approach is changing too.

Nothing we do in the classroom is "textbook driven" because we don't believe in this recipe. The positive feedback from more than 75 organizations in Romania has given us the confidence for presenting Sales, Negotiation or Sales Management courses that provide real solutions. The feedback we receive certifies this approach.

Come for a bargaining pill to help you be better. We will present you an applicable, direct, revealing model.

Learning Objective:

- How to determine the position of the negotiation entry, the objective and the exit position and how to prepare myself with the negotiation variables graph.

How the webinar runs:

- Extraction exercise - role-play "Digital Typography" - for setting the negotiation entry position, the exit limits and the objectives;
- Debrief on the connection between the first offer and the result; rules / recommendations for the negotiation process; why we leave "money on the table" in many situations;
- How the "Variable graph" helps us to present ourselves with the lessons done in front of our client and to maximize the results - presenting the concept with debrief on application in real situations.