












Sales Essentials & Negotiation Skills

Training Workshop – Module Overview

Innesskirk's "Sales Essentials & Negotiation Skills" is an intensive program addressing fundamental selling and negotiation skills, with clear, practical guidelines every step of the way. Delegates learn techniques to successfully manage a sales cycle through to the close, including key account expansion and individual relationship management.

Tutorial sessions, case studies, practical exercises, presentations and syndicate work make this a proactive, hands-on course.

Workshop Objectives – Delegates Will Be Able To...

-  Become a professional sales person
-  Prepare effectively for any sales process
-  Understand the key elements of any sales process
-  Recognize the preparation activities required for the sale, including proposal preparation and research.
-  Identify fundamental improvements to current sales and negotiation processes
-  Understand key account management
-  Anticipate the 'close' of a sale and methods to be effective in closing
-  Accept any negotiation challenge with confidence
-  Understand their own and other people's personal negotiation style
-  Positively manage and overcome deadlock situations
-  Negotiate in any environment and get the best results every time

Post Workshop – IMPACT™ Program

IMPACT™ Project – Delegates identify a work related project during the last hour of the training that will be used as a measurable indicator of successful application and implementation of the training content.

IMPACT™ Coaching – The delegates participate in custom-designed coaching sessions to facilitate the completion of their **IMPACT™** Project. Delegates document the project's life cycle and all related issues in the provided coaching booklet.

Workshop Agenda – Day One

WELCOME

Introduction And Workshop Objectives

Agenda begins with the introduction of course objectives, materials, methodology and pedagogy. Instructor will include the introduction of delegates through icebreaker activity.

Professionals Sales - Understanding The Customer

Here we look at the key reasons people buy, the sales process and the role of a professional sales person. This includes methods to keep customers and increase loyalty, the ethics of a sale and responsibilities of sales people. We will also introduce common sales terminology.

Sales, Marketing And Negotiation

This segment focuses on the differences between sales, marketing and negotiation. We review the marketing mix, 10p's of marketing and their effect on the sales process.

LUNCH

Six And A Half Steps To A Sale

This is the ABC of sales basics, focusing on the six and a half steps leading to a sale, detailing each step of the sales process. Also reviewed are the common pitfalls of many salespeople and action steps to overcome them.

Persuading People To Buy

Delegates practice approaches to persuade people effectively; tangible and intangible reasons why customers buy; and methods to identify customers' needs.

Creating A Healthy Selling Environment

Instructor works with delegates to understand how they can use questioning, body language and listening techniques to effectively communicate with customers. Topics include questions to ask and which ones to avoid, along with common mistakes and understanding what drives customers away.

Preparing For 'Hands-On' Selling Skills

Discussion of Day Two project requiring each delegate to sell a particular product or service, including feedback.

CLOSING

Review the main points of interest of the day identify possible work-projects and preview day two.



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Providing Solutions with **IMPACT™**

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Workshop Agenda – Day Two

WELCOME

Hands On Selling Competition

Day Two begins with each delegate delivering the task assigned at the end of Day One. Participants review other delegates' selling techniques and sales presentation.

Territory And Time Management

Discussion of the integral task of effective time management as part of the sales process. Using key ratio's to pave the way to success. Forecasting techniques and planning activities required. Explore the use of CRMs in the sales process.

Finding And Qualifying Customers

From cold-call to sale means to locate new prospects, qualify prospects, get appointments, including effective use of telephone and email.

LUNCH

Proposals and Sales Presentation

Delegates learn essential elements of sales presentations and proposal, and processes to capitalize and overcome objections.

Understanding Account Management

This segment emphasizes account management and includes customer research, customer meetings and proposal preparation.

No Discount – Dealing With (Price) Objections

Dialog includes different means to overcome objections and how to close the sale.

Preparing For A Negotiation

Here, we look at one of the most important aspects of the negotiation process. Preparation is the key to success; it includes identifying possible outcomes, creating paper and visual aids. Delegates will create a professional negotiation plan, following all the steps to integrate the information collected into a comprehensive negotiation plan. This plan can then be used to execute the negotiation.

Preparing For 'Hands-On' Negotiation Challenge

Discussion of Day Three project requiring each delegate to prepare for their negotiation challenge.

CLOSING

Review the main points of interest of the day identify possible work-projects and preview day three.

Workshop Agenda – Day Three

WELCOME

Negotiation Skills Practice and Challenge

Delegates spend concentrated time on the practice of negotiation skills, review of the process; while they develop strategies to improve and enhance their negotiation skills.

Negotiation Strategies And Tactics

This segment concentrates on an in-depth understanding of negotiation strategies and when to use which strategies for optimal effect, incorporating BATNA and ZOPA techniques. How to resolve deadlocked situation; review of tactics used by top negotiators to identify strategies for better results.

Dealing With Difficult People

A discussion of techniques to deal with difficult people. Topics include how emotional awareness can benefit negotiations.

LUNCH

Pitfalls And Common Negotiation Mistakes

Delegates discuss common mistakes and tactics which can damage the long-term relationships as well as actions to prevent or mitigate the damage.

Cultural Impact On Sales And Negotiation

Instructor provides an understanding of the influence of culture on negotiations; How to effectively deal with people from different parts of the world.

Identification Of IMPACT™ Project

Delegates are assigned to groups and asked to identify a project which will require the use of the new knowledge and information received during the workshop. This will allow the delegates to transfer the new knowledge into skills and effective work habits.

CLOSING

Review the main points of interest for the course, deliver course administration such as: evaluation, action plan and deliver delegate certificates



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