



Three Dimensions of Sales Negotiation

Do you know how to tip the balance in a negotiation?

Are you fully aware of the stakes involved in your negotiations?

Can you reconcile ‘successful negotiation’ and ‘customer loyalty-building’?

Who can benefit:

- Sales people or managers with proven sales and negotiating experience.

If you want to...

- **Understand** the negotiation process
- **Choose** your negotiating style to suit the context and what you know about the customer
- **Optimise** your preparation for negotiations
- **Excel** in face-to-face meetings
- **Adopt** the most appropriate behaviour in the situation

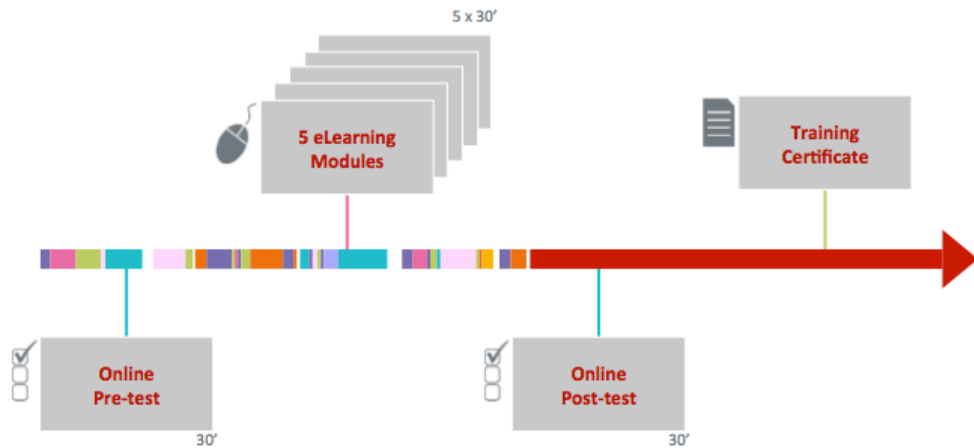
...Then this course is for you.

Model which guided the course design



- 1) **Process:** organise the way you plan and prepare for your negotiations
- 2) **Relationship-building:** know the most effective way to behave and communicate
- 3) **Structure:** master the techniques of conducting negotiations

Your training path



Knowledge self-assessment

Background to commercial negotiations

eLearning module 1

- Differences between selling and negotiating.
- Positioning yourself in the negotiation context.
- Understand buyers better to negotiate better.

Preparing commercial negotiations

eLearning module 2

- Stabilising the balance of power using the power index matrix.
- Preparing margins of manoeuvre using the negotiable points matrix.
- Anticipating requests using the bargaining chips matrix

Your training path (continued)

Commercial negotiations: 7 keys to effective meetings

eLearning module 3

- How to make a successful start.
- Strengthening your negotiating position.
- Steering towards a satisfying conclusion.

Commercial negotiations: coping with the pitfalls

eLearning module 4

- Dealing with buyer-specific negotiation techniques.
- Dealing with assertive techniques.
- Responding to intimidation and disqualification tactics.

Commercial negotiations: asserting yourself

eLearning module 5

- Listening skills.
- Understanding buyers for improved negotiation.
- Choosing the appropriate words.
- Using the 'FRANC' method.

Progress self-assessment

Personalized support throughout your course

- You can track your progress through the course on the web platform
- A technical hotline is available weekdays to make sure your course runs smoothly: elearning@cegos.ch

Evaluation and Certification

Evaluation

Online pre-test: diagnostic evaluation before the eLearning modules

- 10 random questions from all the eLearning modules to diagnose previous knowledge. Can only be taken once. Results do not count.

Online post-test: final evaluation after the eLearning modules

- 10 random questions from all the eLearning modules to assess the achievement of the learning outcomes. Can be taken many times and records the best score.

Certification

In order to obtain your training certificate, you must complete all the eLearning modules and obtain **a score of at least 80%** on the online post-test.

