

## Helping Clients Succeed Sales Training

### Client Negotiations: Creating and Claiming Value

Few things in sales can be more daunting than negotiating with tough client organisations. As a result, sales professionals usually either negotiate too hard for their own interests or too soft for the client's. There is another way: We can build long lasting relationships while being a tough negotiator for mutual benefits.

In this training you will learn how to engage clients in open dialogue and reach the best possible agreements. It's about breaking down the dysfunction between sellers and buyers, and negotiating with confidence and credibility.

### What You Will Learn

This training session focuses on your deals. You will bring your opportunity, and we will provide the process, tools, strategies, and skills to help you learn *how* to:

- Create and claim more value.
- Prepare and execute a powerful negotiation plan with credible targets.
- Embed a common toolset with methodology and shared team language.
- Recognise and handle the most common negotiation tactics.
- Resolve pressures and fears, and develop strong objection-handling skills.
- Decide when and when not to concede with confidence and skill.
- Stop discounting, create effective value exchanges, and manage change orders.
- Nurture and sustain long-term client relationships in a competitive environment.

### No Lost Time from Work

This is a work session where participants advance their own deals. It is typically a customised session, depending on client needs and is onsite, interactive and consultant-led with role-plays.

### Who Should Attend

Sales professionals, consultants and relationship managers who have business development responsibilities.

### Other Work Sessions and Services

Clients who attend this session also find the suite of INORDER sales process training valuable, along with coaching or consulting services. INORDER includes: Initiating New Opportunities (INO), Qualifying Opportunities (ORD), Converting Opportunities (ER), and Client Negotiations.

**For further information contact your Client Partner or call 0845 200 4200.**