

Essential Selling and Negotiation programme - Virtual

The complete commercial conversation delivered through a practical selling and negotiation programme

APPROACH

6 Step Kaleidoscopic preparation planning process



SKATER Negotiation process

The process provides a basis for moving between stages as many time as needed.



LEARNING JOURNEY

PRE-WORK before sessions:

Self-directed Learning assets (SDLs) are used to learn theory in advance and make workshop sessions more valuable

01 Essential Selling Part 1	02 Essential Selling Part 2	03 Essential Negotiation Part 1	04 Essential Negotiation Part 2	05 Essential Negotiation Part 3
<div>SDL 1</div> <div>Selling vs Negotiation Meeting framework & Kaleidoscopic Prep Objective Setting Case study preparation Create the conditions – people styles Align on needs – questioning skills Case study part 1: Questioning role plays</div>	<div>SDL 2</div> <div>Transition – move to persuasive sell The persuasive selling process Persuasive selling practice exercise Dealing with buying resistance: KLARDOC Case study part 2: Persuasive sell role plays</div>	<div>SDL 3</div> <div>Dealing with buying resistance: Negotiation SKATER & Negotiation Kaleidoscopic Prep Group Negotiation role play K Prep: Negotiation objectives K Prep: Effective Negotiation questions K Prep: Negotiation variables</div>	<div>SDL 4</div> <div>K Prep: Balance of power K Prep: People K Prep: Trading variables Negotiation Language Negotiation role play</div>	<div>SDL 5</div> <div>Alignment & Trial runs Excellent (Selling &) Negotiation Final case study role play preparation Gaining commitment (Closing) Final Negotiation role play Learning consolidation & action planning</div>

AUDIENCE

Commercial professionals, looking to understand fundamental selling & negotiation approaches especially:
Account Executives, junior Account Managers and National Account Managers
2 facilitators lead ideally 8 delegates

OUTCOMES

Knowledge and practice of the Structured Customer Meeting framework Realising the Benefits of the outcome	Understand Kaleidoscopic Preparation from a Selling and Negotiation perspective	Comprehensive knowledge of the SKATER approach to effectively engage with and then negotiate with all types of customers
Individual action plan with feedback from 6 role plays (3 Selling & 3 Negotiation)	Enhanced selling & negotiation capability - putting theory into real-life role play practice	Specific skills practised include: Questioning skills, Identifying needs Flexing personal style, Proposal creation, Persuasive Selling, Objection handling, Negotiation Planning Full range of Negotiation Behaviours

OUR UNIQUENESS

- Approachable experts with senior commercial experience
- Tailored and flexible engagements to meet your needs
- Practical and ongoing support to deliver change
- Collaborative approach to create sustainable agreements