

# Negotiation Skills for Sales Professionals



Tackle with Confidence

This course is designed for sales professionals who want to learn how better they can use negotiation to improve the quality of their work and get customer buy-in. It will help participants understand the importance of negotiation in their work. It will also harness specific negotiation techniques and apply them effectively in different situations. Participants will also benefit from experiential active learning and understand the characteristics of well-executed negotiations in specific work scenarios.

## Objectives

- Identify your personal negotiation style
- Understand common mistakes made when negotiating
- Learn how to deal with different types of negotiators (one to one, tri-partied or multi-partied negotiations)
- Recognize and exploit negotiating opportunities
- Use negotiation tactics and strategies
- Use negotiation as a conflict management tool
- Learn how to read non-verbal behaviors when negotiating
- Understand cross-cultural differences when negotiating
- Strategies to handle ploys, gambits and dirty tricks

## Course Contents

### Getting What You Want

- The fundamentals of negotiation
- Overcoming personal negotiation roadblocks
- Negotiation Stance Inventory
- Distributive and Integrative negotiation
- Why negotiate?
- Issues vs. objectives
- Positional and interest-based negotiation
- The four sins of negotiation
- Fixed-pie perceptions
- Preparing to negotiate
- Understanding needs and perspectives

### The Negotiating Environment

- Predict typical negotiating opportunities
- Sharing and expanding the negotiation pie
- Understanding risk propensity
- Assessing the customer
- Situational assessment
- The negotiation climate
- Understand negotiation styles

### Negotiation Scenarios

- Positional negotiation versus interests negotiation
- Exploring options with customers
- The mixed-motive model
- Knowing your BATNA
- Understanding your negotiation and motivational styles
- Approaches to negotiation
- Dealing with aggressive customers
- The conflict management process
- Tri-partied and multi-partied negotiation tips

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## Negotiation Strategies

- Slicing the pie- Distributive negotiation
- Expanding the pie- Integrative negotiation for a win-win
- Strategies for a win-win outcome
- Repairing broken trust and relationships
- Understanding cross-cultural differences when negotiating
- Using non-verbal communication strategies
- The nine steps of collaboration
- Some dirty tricks to play
- Moving beyond positions

## About the Trainer – Mr. Matthew James

Matthew holds a Bachelor in Mass Communications (University of Newcastle, NSW) and is a certified trainer by the Leadership Institute of America. He has twelve years of experience in public relations, corporate communications and media management. He started his professional career as a public relations practitioner at the Singapore Economic Development Board. During his five-year tenure at the board, he was involved in corporate communications, events management and editorial work.

Matthew has extensive experience in conducting highly successful workshops in business writing, EQ and interpersonal skills, teambuilding, presentation skills and media relations. He also actively conducts training workshops in the region. He has been invited by global conglomerates to facilitate workshops in China, India, Thailand, Vietnam as well as Malaysia. Some of his local clients include Singtel, Chevrontexaco, Land Transport Authority, Nokia and the Singapore Police Force.

Matthew is also a strong proponent in the development and understanding of the role that human behavioural science has to play in personal and organizational learning and development.

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**Date:** 27 & 28 July 2009, 9am – 5pm  
**Venue:** Training Choice, Singapore  
**Fee:** [ ] S\$680 for D&B Subscriber [ ] S\$730 for Non-subscriber  
(Includes materials, refreshments and lunch)

**EARLY BIRD – Fax in your registration before 26 June to receive a 10% off regular fee**  
**Or, GROUP SAVINGS – Send 2 or more participants to enjoy a 10% off regular fee**

**Fax the completed registration form to 6778 3853**

## Participant(s) Information

**Name 1:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 2:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_  
**Name 3:** \_\_\_\_\_ **Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_ **(DID):** \_\_\_\_\_

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## Cancellation Policies

1. A seat will be reserved upon receipt of completed registration form, and confirmation of seat upon payment received
2. A substitute participant is welcome at no charge should you not be able to attend. Please provide the necessary details. Only cancellation made 7 working days before commencement is entitled to full refund of seminar charges. No refund thereafter including no show during day of commencement. A complete set of materials will however be sent to you.
3. D&B reserves the right to postpone or cancel the seminar for reasons whatsoever. In such a case, D&B will provide a full refund to registrants who have made payment towards the event and such registrants shall have no claims against the company
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