

# Comprehensive Sales Training .

Negotiation is a crucial skill in sales which impacts everything from sales to relationships



# Negotiation

## Module 2

1. Introduction to Negotiation
2. Preparation for Negotiation
3. Negotiation Techniques
4. Handling Objections in Negotiation
5. Closing the Negotiation



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ex-Procter & Gamble, Rothmans, BAT, Gillette, Nokia,  
Microsoft & 3M managers.

## Making life simpler for Sales & Marketing professionals.

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core areas which are best suited to improve using our tools:

- Subject matter expertise
- Best practices
- Analytical output & charting
- Prioritization
- Process
- Training



Tools in one place to get 10X productive now.



### **Job Descriptions**

Develop roles clearly and completely across varying levels of experience

### **Agreements**

Draft your business agreements across a variety of areas

### **KPI's**

Performance indicator, a quantifiable measure of performance over time versus a specific objective.

### **Strategic tools**

These tools are recognised the world over in business schools, consulting firms and companies who plan strategically.

### **Scorecards**

Designed as functional or subject indicators across a variety of situations to enable performance of situational evaluation versus aligned standards.

### **Assessments**

Assessments are designed around specific areas to conduct reviews and will center around a benchmark reviewing individuals or functions

### **Research**

Research tools for sales and marketing engagement

### **Checklists**

Designed around achieving milestones in a sequential manner.

### **Calculators**

calculate the right ratios for businesses looking for benchmarks in a variety of situations

### **Analytical Tools**

Interactive excel tools on specific business areas based on your data inputs delivered in a workbook model with instructions.

### **Content Modules**

Best practice material in power point for use as a knowledge base in business training , planning and execution .

### **Templates**

Templates are designed based gather information in a structured manner



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# **Comprehensive Sales Training Plan Module 2 - Negotiation.**

## Summary

Negotiation is the process of discussing and reaching a mutually beneficial agreement between parties with differing interests. It involves effective communication, understanding each party's needs, and finding common ground. Successful negotiation requires flexibility, problem-solving skills, and the ability to create win-win solutions.



# **Comprehensive Sales Training Plan**

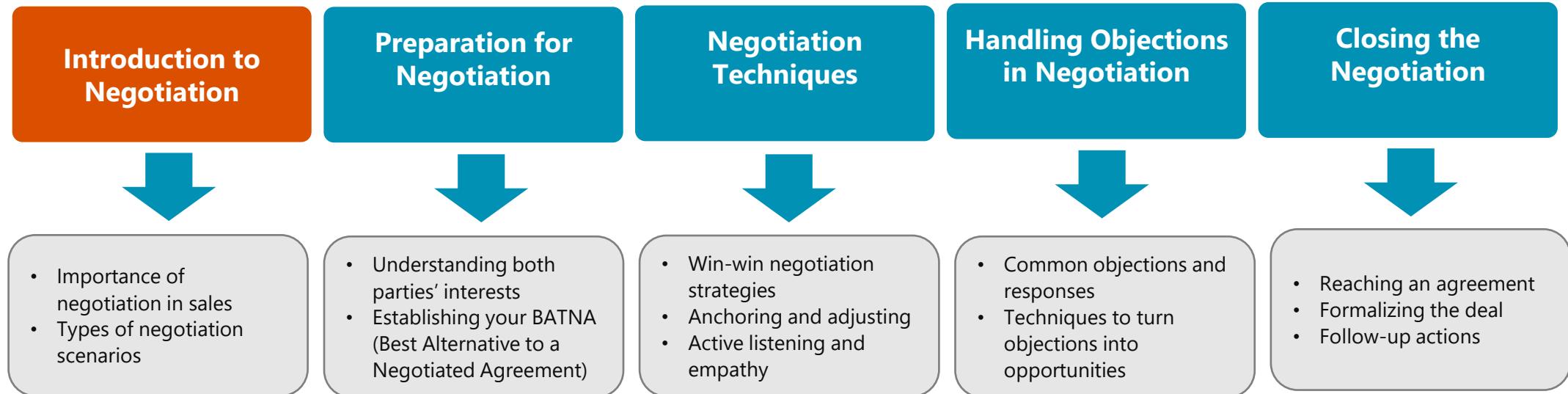
## **Module 2 - Negotiation**

# Comprehensive Sales Training Plan

## Module 2 – Negotiation.

### Objective:

Develop negotiation skills to achieve mutually beneficial outcomes and close deals effectively.





# Introduction to Negotiation

The Importance of negotiation in sales.

Negotiation is a crucial skill in sales, impacting everything from price agreements to contract terms and relationship building. This stage involves understanding the importance of negotiation in sales and recognizing different types of negotiation scenarios.

## Importance of Negotiation in Sales

**Objective:** To comprehend the significance of negotiation in the sales process and how it contributes to successful deals and long-term relationships.

### 6 important aspects

#### Building Relationships:

- **Trust and Credibility:** Effective negotiation builds trust and credibility with prospects and clients. When both parties feel heard and respected, it fosters a positive relationship.
- **Long-Term Engagement:** Successful negotiations often lead to long-term partnerships rather than one-time transactions. Establishing a win-win scenario ensures mutual benefits and continued business.

#### Achieving Optimal

- **Maximizing Value:** Negotiation allows sales professionals to maximize the value of deals for both parties. This includes not only the immediate sale but also added value through services, support, and future opportunities.
- **Problem-Solving:** It provides an avenue for solving issues that may arise during the sales process. Addressing concerns and finding agreeable solutions is a key aspect of negotiation.

#### Enhancing Profitability:

- **Better Terms:** Skilled negotiation can lead to better terms, higher prices, or more favourable conditions, directly impacting the profitability of deals.
- **Cost Management:** It helps in managing costs by negotiating terms that minimize expenditures, such as shipping fees, customization costs, or extended payment terms.

# Introduction to Negotiation

The Importance of negotiation in sales.

## Competitive Advantage:

- **Differentiation:** Being an effective negotiator can differentiate you from competitors. Prospects are more likely to choose a partner who demonstrates flexibility and willingness to find mutually beneficial solutions.
- **Reputation:** Successful negotiators build a reputation for being fair and effective, which can lead to referrals and repeat business.

## Adapting to Changing Markets:

- **Market Dynamics:** In dynamic markets, negotiation skills help adapt to changing conditions, such as price fluctuations, supply chain issues, or regulatory changes.
- **Client Needs:** It enables sales professionals to better meet evolving client needs, ensuring continued relevance and value.

## Reducing Conflicts:

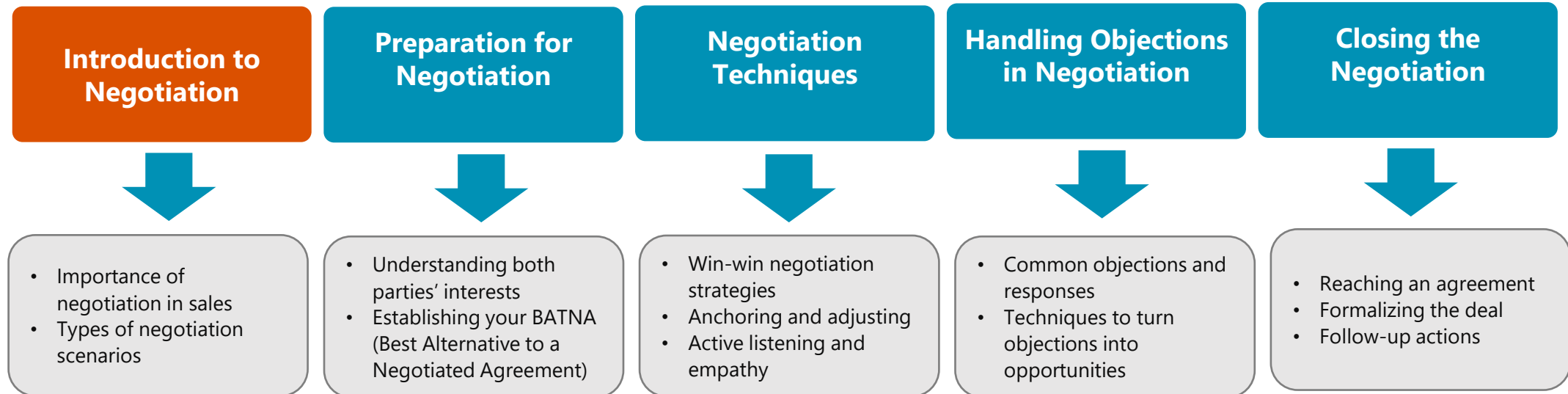
- **Mitigating Disputes:** Effective negotiation reduces the likelihood of conflicts and disputes, leading to smoother business operations.
- **Clarifying Expectations:** It helps clarify expectations and terms upfront, minimizing misunderstandings and disagreements later.

# Comprehensive Sales Training Plan

## Module 2 – Negotiation.

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Develop negotiation skills to achieve mutually beneficial outcomes and close deals effectively.



### 8 Scenarios

**Objective:** To recognize and understand the different types of negotiation scenarios that sales professionals may encounter.

**Distributive Negotiation:**

- **Definition:** Also known as zero-sum or win-lose negotiation, where one party's gain is another party's loss. Typically involves fixed resources or a single issue, such as price.
- **Example:** Negotiating a one-time price discount for a bulk order where the primary focus is on obtaining the best possible price.

**Objective:** To recognize and understand the different types of negotiation scenarios that sales professionals may encounter.

**Integrative Negotiation:**

- **Definition:** Also known as win-win negotiation, where both parties seek mutually beneficial solutions by addressing multiple issues and interests.
- **Example:** Negotiating a long-term supply agreement that includes volume discounts, payment terms, and support services, ensuring benefits for both the seller and the buyer.

**Objective:** To recognize and understand the different types of negotiation scenarios that sales professionals may encounter.

**Competitive Negotiation:**

- **Definition:** A highly competitive approach where each party aggressively pursues their own interests, often at the expense of the other party.
- **Example:** A vendor aggressively negotiating exclusive rights to supply a product to a major retailer, leaving little room for compromise.

**Objective:** To recognize and understand the different types of negotiation scenarios that sales professionals may encounter.

**Collaborative Negotiation:**

- **Definition:** A cooperative approach where both parties work together to achieve the best possible outcome, focusing on mutual gains and long-term relationships.
- **Example:** A software provider and a client working together to customize a solution that meets the client's specific needs, ensuring future business and satisfaction.

### 8 Scenarios

#### **Accommodative Negotiation:**

- **Definition:** One party concedes more to maintain or build a relationship, often prioritizing long-term benefits over short-term gains.
- **Example:** A service provider offering significant concessions to a major client to secure a long-term contract, recognizing the strategic value of the partnership.

#### **Avoidant Negotiation:**

- **Definition:** Both parties avoid direct confrontation or negotiation, often due to low stakes or the belief that the issue will resolve itself over time.
- **Example:** Two companies delaying negotiations on minor contract terms that are not critical to immediate operations, expecting to revisit them later.

#### **Principled Negotiation:**

- **Definition:** Based on principles and objective criteria rather than positional bargaining. Focuses on fair standards and mutual interests.
- **Example:** A construction company and a client negotiating project terms based on industry standards, fair market value, and project requirements.

#### **Multiparty Negotiation:**

- **Definition:** Involves more than two parties negotiating simultaneously, often with complex and interrelated issues.
- **Example:** A multinational corporation negotiating a joint venture with multiple local partners, each with their own interests and objectives.

# Introduction to Negotiation Summation

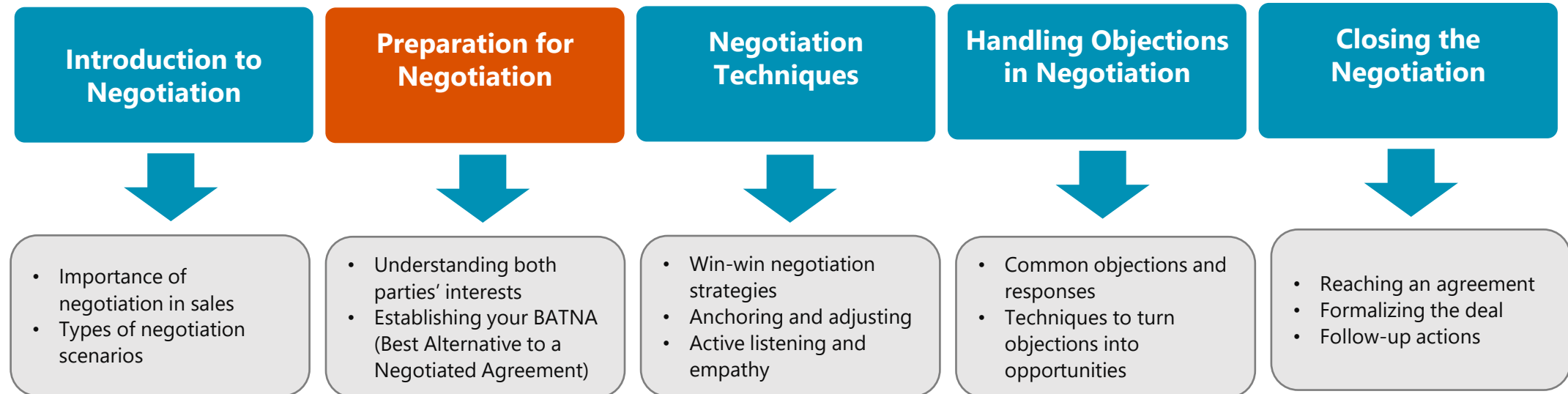
Understanding the importance of negotiation in sales and the various types of negotiation scenarios is crucial for sales professionals. Negotiation not only helps in closing deals effectively but also in building long-term relationships, enhancing profitability, and adapting to changing market dynamics. Recognizing different negotiation scenarios enables sales professionals to adopt appropriate strategies and techniques, ensuring successful outcomes in diverse situations.

# Comprehensive Sales Training Plan

## Module 2 – Negotiation.

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# **Understanding both Parties Interests**



# Preparation for Negotiation

Understanding both parties' interests .

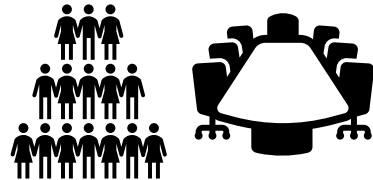
Effective preparation is the cornerstone of successful negotiation. It involves understanding both parties' interests and establishing your BATNA (Best Alternative to a Negotiated Agreement). Thorough preparation helps negotiators approach discussions with confidence, clarity, and strategy. Here's an expanded look at these stages:

**Objective:** To identify and comprehend the needs, desires, and priorities of both parties involved in the negotiation.

## 6 Key types

### Researching the Prospect:

- **Background Information:** Gather comprehensive information about the prospect, including their business model, market position, and recent developments. Use resources like company websites, industry reports, and news articles.
- **Stakeholders:** Identify key stakeholders and decision-makers. Understanding who will be involved in the negotiation helps tailor your approach to address their specific interests and concerns.



### Identifying Interests:

- **Needs and Wants:** Distinguish between the needs (essential requirements) and wants (desired but not essential) of both parties. This helps in prioritizing issues and finding common ground.
- **Pain Points:** Understand the pain points and challenges faced by the prospect. Knowing their problems allows you to position your solution as a remedy.
- **Goals and Objectives:** Identify the short-term and long-term goals of the prospect. Aligning your proposal with their strategic objectives can create a more compelling case.

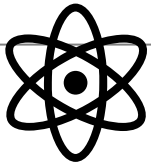


# Preparation for Negotiation

Understanding both parties' interests .

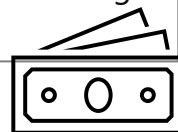
## Assessing Motivations:

- **Underlying Motivations:** Go beyond surface-level demands to uncover the underlying motivations. For example, a demand for a price reduction might stem from budget constraints or pressure to cut costs.
- **Cultural Considerations:** Be aware of cultural factors that might influence the prospect's negotiation style and decision-making process. Understanding these nuances can improve communication and rapport.
- scenarios, make informed decisions, and ultimately achieve successful outcomes.



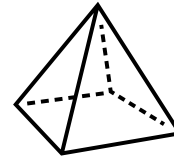
## Understanding Constraints:

- **Budget Limitations:** Know the financial constraints of the prospect. This helps in proposing solutions that fit within their budget and increases the likelihood of acceptance.
- **Timeline:** Understand the timeline and urgency of the prospect's needs. Proposing solutions that align with their deadlines can be a significant advantage.
- **Regulatory Factors:** Be aware of any regulatory or compliance issues that might affect the negotiation. Proposing compliant solutions can demonstrate your reliability and understanding of their industry.



## Anticipating Objections:

- **Potential Objections:** Predict potential objections the prospect might raise during the negotiation. Prepare counterarguments and solutions to address these concerns.
- **Competitive Landscape:** Understand the competitive landscape and what alternatives the prospect might consider. Highlighting your unique value proposition can differentiate your offer.



## Mapping Interests:

- **Interest Mapping:** Create an interest map that outlines the primary and secondary interests of both parties. This visual tool can help in identifying areas of overlap and potential trade-offs.
- **Prioritizing Interests:** Prioritize the interests based on their importance to each party. This helps in focusing the negotiation on the most critical issues.



**Establishing your BATNA**  
**Best Alternative to a Negotiated Agreement**  
**( it gives you leverage) .**

# Preparation for Negotiation

Establishing your BATNA.

**Objective:** To develop a clear understanding of your best alternative if the negotiation does not result in an agreement, providing leverage and clarity during discussions.

## 6 Key types

### Identifying Alternatives:

- **Internal Options:** List all the possible alternatives you have if the negotiation fails. This includes internal solutions, such as reallocating resources or pursuing different strategies.
- **External Options:** Identify external alternatives, such as other potential partners, suppliers, or clients. This broadens your options and reduces dependency on a single outcome.

### Evaluating Alternatives:

- **Feasibility:** Assess the feasibility of each alternative. Consider factors like cost, time, resources, and potential outcomes.
- **Benefits and Risks:** Weigh the benefits and risks associated with each alternative. This helps in determining the most viable and attractive options.

### Selecting the Best Alternative:

- **Comparative Analysis:** Compare the alternatives to identify the one that offers the best balance of benefits and risks. This becomes your BATNA.
- **Criteria for Selection:** Use clear criteria for selecting the BATNA, such as alignment with strategic goals, cost-effectiveness, and ease of implementation.

### Understanding the Implications:

- **Negotiation Leverage:** Recognize how your BATNA provides leverage in the negotiation. Knowing you have a strong alternative gives you confidence and reduces the pressure to accept unfavourable terms.
- **Walk-Away Point:** Establish a clear walk-away point based on your BATNA. This is the point at which you will choose your alternative rather than continue with the negotiation.

### Communicating Your BATNA:

- **Internal Communication:** Ensure that all members of your negotiation team understand the BATNA and its implications. This alignment is crucial for cohesive decision-making.
- **Strategic Disclosure:** Decide whether and when to disclose your BATNA to the other party. In some cases, revealing a strong BATNA can strengthen your position, while in others, it may be better kept as a strategic reserve.

### Continuous Review:

- **Dynamic Nature:** Recognize that your BATNA can change as new information and opportunities arise. Continuously review and update your BATNA throughout the negotiation process.
- **Scenario Planning:** Consider different scenarios and how your BATNA might be affected. This helps in staying flexible and prepared for unexpected developments.

# Preparation for Negotiation

## Summation

Preparation for negotiation involves a deep understanding of both parties' interests and a clear establishment of your **BATNA**.

By thoroughly researching the prospect, identifying and prioritizing interests, and evaluating alternatives, sales professionals can approach negotiations with confidence and strategic insight.

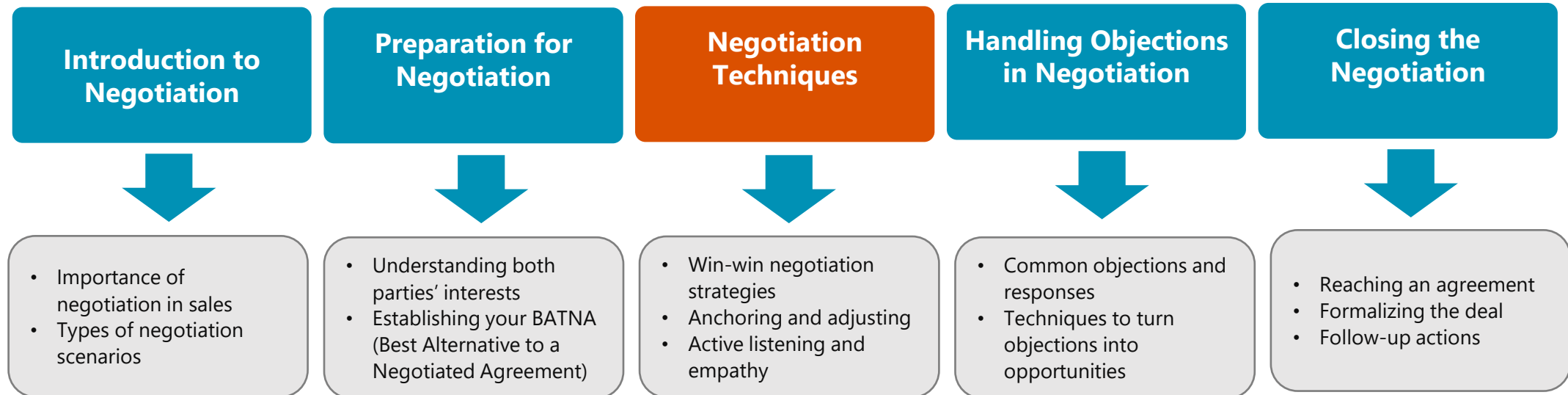
This preparation ensures that they are well-equipped to handle various scenarios, make informed decisions, and ultimately achieve successful outcomes.

# Comprehensive Sales Training Plan

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# **Win Win Negotiation Techniques**

## Win Win negotiation strategies

Effective negotiation requires a blend of strategies and skills that help both parties reach a mutually beneficial agreement. Key techniques include win-win negotiation strategies, anchoring and adjusting, and active listening and empathy. Here's a detailed expansion on these stages:

**Objective:** To create solutions that satisfy the interests of both parties, fostering a cooperative and positive relationship.

## 6 Strategies

### Identifying Mutual Interests:

- **Common Goals:** Focus on identifying goals that both parties share. For example, both parties might aim for a long-term partnership or improved operational efficiency.
- **Shared Values:** Highlight shared values and principles, such as commitment to quality or customer satisfaction, to build a foundation of trust and cooperation.

- **Joint Brainstorming:** Engage in joint brainstorming sessions to explore creative solutions that benefit both parties. Encourage open dialogue and the free exchange of ideas.
- **Exploring Options:** Present multiple options and alternatives during the negotiation. This increases the likelihood of finding a solution that meets both parties' needs.

### Collaborative Problem-Solving:

- **Joint Brainstorming:** Engage in joint brainstorming sessions to explore creative solutions that benefit both parties. Encourage open dialogue and the free exchange of ideas.
- **Exploring Options:** Present multiple options and alternatives during the negotiation. This increases the likelihood of finding a solution that meets both parties' needs.



### 6 Strategies

#### Creating Value:

- **Expanding the Pie:** Look for ways to expand the scope of the negotiation, creating additional value that can be shared. For instance, including service agreements or training can add value beyond the core product.
- **Trade-Offs:** Identify areas where each party can make concessions in exchange for gains in other areas. This trade-off approach helps in balancing interests and achieving win-win outcomes.

#### Building Trust:

- **Transparency:** Be transparent about your needs and constraints, fostering an environment of honesty and openness. This encourages reciprocity from the other party.
- **Commitment:** Demonstrate commitment to the relationship by showing willingness to invest in the partnership. This can be through long-term agreements or collaborative initiatives.

#### Maintaining Flexibility:

- **Adaptability:** Be flexible and willing to adjust your approach as the negotiation progresses. This adaptability can help in finding the best possible outcome for both parties.
- **Contingency Plans:** Develop contingency plans for various scenarios. This readiness ensures that you can respond effectively to changes and unexpected developments.

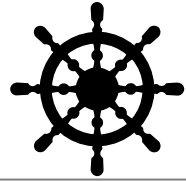
# **Anchoring & Adjusting**

# Preparation for Negotiation

## Anchoring & Adjusting

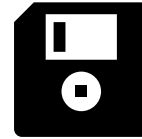
**Objective:** To set the tone of the negotiation by establishing initial offers (anchors) and then adjusting based on the other party's responses and interests.

### Key Steps:



#### Setting the Anchor:

- **Initial Offer:** Make the first offer if possible. This initial offer sets the anchor and influences the subsequent negotiation range.
- **High but Reasonable:** Ensure the anchor is high enough to allow room for negotiation but still reasonable and justifiable based on market standards and value.



#### Justifying the Anchor:

- **Supporting Data:** Back up your initial offer with solid data, such as market research, industry benchmarks, and historical precedents. This makes your anchor more credible.
- **Value Proposition:** Emphasize the value proposition and benefits of your offer. Clearly articulate how your solution meets the other party's needs and adds value.



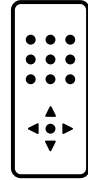
#### Adjusting from the Anchor:

- **Listening to Counteroffers:** Listen carefully to the other party's counteroffers and objections. This helps in understanding their position and making informed adjustments.
- **Incremental Adjustments:** Make incremental adjustments rather than large concessions. This approach maintains the perceived value of your offer and avoids significant losses.

## 5 Levels

# Preparation for Negotiation

## Anchoring & Adjusting



### Maintaining Control:

- **Reframing:** If the other party sets the anchor, reframe the negotiation to bring the discussion back to your value proposition and justifications. This helps in steering the negotiation towards your terms.
- **Confidence:** Maintain confidence in your position and avoid being pressured into making hasty concessions. Confidence reinforces the credibility of your anchor.



### Counter-Anchoring:

- **Alternative Anchors:** If the other party's anchor is too far from your target, counter with your own anchor that is more favourable to you. This reestablishes a more balanced negotiation range.
- **Negotiation Range:** Define a range within which you are willing to negotiate. This range provides flexibility while still aiming to achieve your desired outcome.

## 5 Levels

# **Active listening & Empathy**

**Objective:** To build a deeper understanding of the other party's needs, concerns, and motivations by actively listening and demonstrating empathy, which helps in crafting mutually acceptable solutions.



### Active Listening:

- **Full Attention:** Give your full attention to the other party, avoiding distractions and focusing on their words, tone, and body language.
- **Clarifying Questions:** Ask clarifying questions to ensure you fully understand their points. For example, "Can you explain what you mean by that?" or "Could you provide more details on that issue?"
- **Summarizing:** Periodically summarize what the other party has said to confirm your understanding and show that you are listening. For instance, "So, if I understand correctly, your main concern is..."

### Demonstrating Empathy:

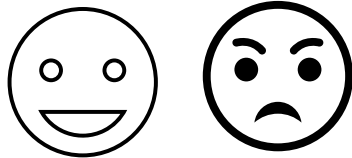
- **Acknowledging Feelings:** Acknowledge the other party's feelings and perspectives. Phrases like, "I can see why that would be important to you," or "I understand your concern about this issue," demonstrate empathy.
- **Building Rapport:** Use empathetic responses to build rapport and trust. This creates a more collaborative and open negotiation environment.

## 5 Soft skills

# Negotiation techniques

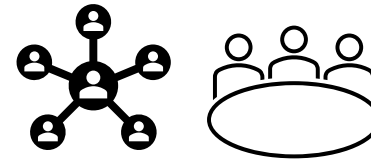
Active listening & empathy.

## 5 Soft skills



### Managing Emotions:

- **Emotional Regulation:** Manage your own emotions and remain calm, even if the negotiation becomes tense. This helps in maintaining a professional and constructive atmosphere.
- **De-Escalation:** Use empathy to de-escalate conflicts. For example, if the other party is frustrated, acknowledge their frustration and suggest a break or a change in approach to cool down tensions.



### Understanding Motivations:

- **Deeper Insights:** Go beyond surface-level demands to understand the underlying motivations. Ask questions that reveal their deeper needs and goals, such as, "What are your main priorities in this negotiation?"
- **Perspective-Taking:** Put yourself in their shoes to better understand their position. This helps in identifying solutions that are more likely to be accepted.

### Collaborative Language:

- **Positive Language:** Use positive and collaborative language. Instead of saying, "We can't do that," try, "Let's explore how we can make this work for both of us."
- **Inclusive Phrases:** Use inclusive phrases that emphasize partnership and mutual benefits, such as, "How can we achieve this together?" or "What would be a win-win solution for us?"

## 5 Soft skills

Mastering negotiation techniques involves employing win-win strategies, effectively using anchoring and adjusting, and practicing active listening and empathy. By focusing on mutual interests, setting and adjusting anchors strategically, and understanding the other party's needs and emotions, sales professionals can navigate negotiations more successfully. These techniques not only enhance the likelihood of reaching favourable agreements but also contribute to building strong, long-term business relationships.

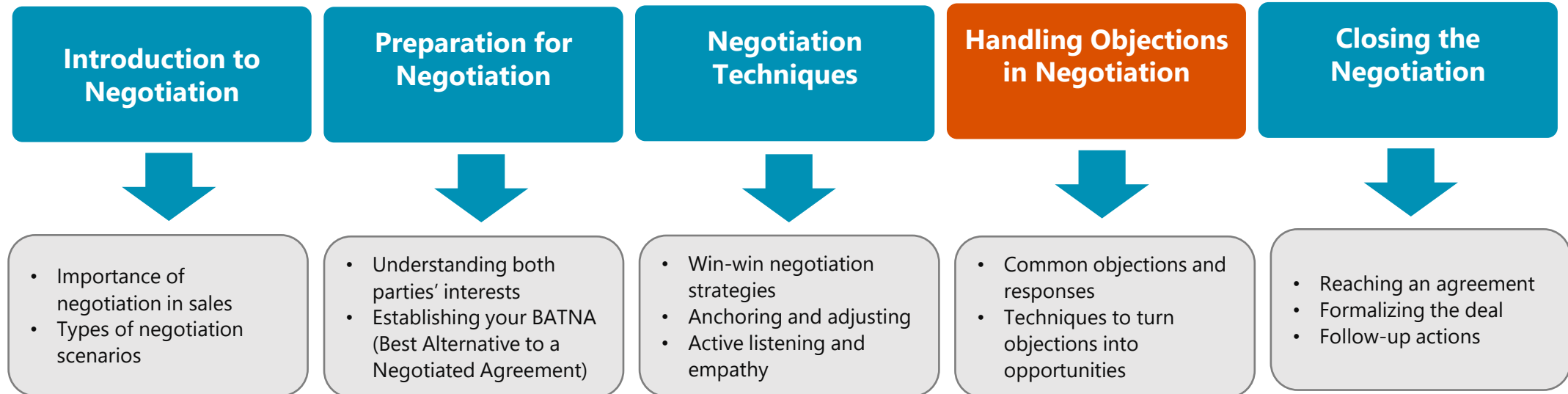


# Comprehensive Sales Training Plan

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# **Common objections and responses.**

# Handling objections in Negotiation

Common objections and responses.

Handling objections effectively is a critical skill in negotiation, allowing negotiators to address concerns, build trust, and move towards a successful agreement. This involves recognizing common objections and formulating responses, as well as employing techniques to turn objections into opportunities. Here's an expanded look at these stages:

## Common Objections and Responses

**Objective:** To prepare for and address the most frequently encountered objections in negotiations with well-thought-out responses.

### Key Steps:

#### a. Identifying Common Objections:

- **Price Objections:** Concerns about the cost being too high or not within budget.
- **Value Objections:** Doubts about the value or benefits of the offer compared to the price.
- **Urgency Objections:** Indications that the timing is not right, or the decision needs to be postponed.
- **Authority Objections:** Claims that the decision cannot be made without consulting higher-ups or other stakeholders.
- **Need Objections:** Statements that the prospect does not see a need for the product or service.
- **Competitor Objections:** References to competitors offering better deals or products.

# Handling objections in Negotiation

Common objections and responses.

## 6 Common Objections

	Response Strategy	Response Example
<b>Price Objections:</b>	Highlight the value and ROI (Return on Investment).	"I understand that price is a concern. However, consider the long-term savings and increased efficiency our solution offers. Over time, it can save your company [specific amount] annually."
<b>Value Objections:</b>	Emphasize unique features and benefits.	"Our product offers [specific feature] which directly addresses [prospect's pain point]. This unique benefit differentiates us from other options available."
<b>Urgency Objections:</b>	Create a sense of urgency or provide incentives for immediate action.	"I understand the timing might be challenging. However, implementing this now can give you a competitive edge, and we're offering a 10% discount for agreements signed this quarter."
<b>Authority Objections:</b>	Facilitate meetings with decision-makers and provide supporting materials.	"I'd be happy to schedule a meeting with your team to address any questions. Additionally, I can provide detailed case studies that demonstrate our product's success in similar companies."
<b>Need Objections:</b>	Reframe the conversation to highlight unrecognized needs	"Based on our discussion, it seems that [specific issue] is a challenge for you. Our solution can specifically help in this area by [benefit], making your processes more efficient."
<b>Competitor Objections:</b>	Highlight your differentiators and superior value.	While [competitor] offers a similar product, our solution provides [unique feature] which has proven to deliver better results, as evidenced by [testimonial or case study]."

# **Techniques to turn objections into opportunities.**

# Handling objections in Negotiation

Techniques to turn objections into opportunities

**Objective:** To use objections to gain deeper insights, build stronger relationships, and ultimately turn challenges into negotiation advantages

## 9 Key techniques

Objections	Technique	Example
<b>Active Listening:</b>	<ul style="list-style-type: none"><li>Listen attentively to understand the root cause of the objection.</li></ul>	<ul style="list-style-type: none"><li>"Can you share more about your budget constraints and what value you're looking for at that price point?"</li></ul>
<b>Empathy and Acknowledgment</b>	<ul style="list-style-type: none"><li>Show empathy and acknowledge the prospect's concerns to build trust.</li></ul>	<ul style="list-style-type: none"><li>"I understand how price can be a significant factor, especially with budget pressures. It's important to ensure you're getting the best value for your investment."</li></ul>
<b>Questioning and Clarification:</b>	<ul style="list-style-type: none"><li>Ask clarifying questions to uncover underlying issues and gain more information.</li></ul>	<ul style="list-style-type: none"><li>What specific aspects of the value do you feel are not aligned with the price? Can you elaborate on what you're comparing this to?"</li></ul>

# Handling objections in Negotiation

Techniques to turn objections into opportunities.

## 9 Key techniques

Objections	Technique	Example
<b>Reframing Objections</b>	<ul style="list-style-type: none"><li>Technique: Reframe objections to highlight benefits and redirect the focus.</li></ul>	<ul style="list-style-type: none"><li>Example: “While the initial cost seems high, consider the long-term cost savings and efficiency gains that our solution provides. Over time, it pays for itself.”</li></ul>
<b>Providing Evidence</b>	<ul style="list-style-type: none"><li>Use data, testimonials, case studies, and demonstrations to provide evidence that addresses objections.</li></ul>	<ul style="list-style-type: none"><li>Here’s a case study from a similar company that faced the same concern. They found that our solution improved their efficiency by 30%, which more than justified the investment.”</li></ul>
<b>Offering Alternatives</b>	<ul style="list-style-type: none"><li>Present alternative solutions or compromises to address the objection.</li></ul>	<ul style="list-style-type: none"><li>“If the full package is out of budget, we can start with a scaled-down version that addresses your most critical needs and expand later as you see the value.”</li></ul>
<b>Turning Objections into Questions</b>	<ul style="list-style-type: none"><li>Transform objections into questions to keep the conversation moving forward.</li></ul>	<ul style="list-style-type: none"><li>“Instead of seeing this as a cost, how can we look at it as an investment in improving your operations and reducing long-term expenses?”</li></ul>
<b>Building on Small Agreements</b>	<ul style="list-style-type: none"><li>Technique: Build momentum by gaining small agreements leading to larger commitments.</li></ul>	<ul style="list-style-type: none"><li>“Do you agree that addressing [specific pain point] is crucial for your business? Let’s explore how our solution specifically tackles that issue.”</li></ul>
<b>Collaborative Problem-Solving</b>	<ul style="list-style-type: none"><li>Engage in a collaborative problem-solving approach to find mutually beneficial solutions.</li></ul>	<ul style="list-style-type: none"><li>“Let’s work together to see how we can fit this into your budget while still meeting your key objectives. What aspects are most important to you?”</li></ul>

# Handling objections in Negotiation

## Summation

Handling objections in negotiation involves anticipating common objections and preparing thoughtful responses, as well as using objections as opportunities to gain deeper insights and strengthen the negotiation process.

By actively listening, showing empathy, and employing techniques such as reframing objections and collaborative problem-solving, sales professionals can effectively address concerns, build trust, and move towards successful agreements.

These skills not only help in overcoming obstacles but also in converting potential challenges into strategic advantages.

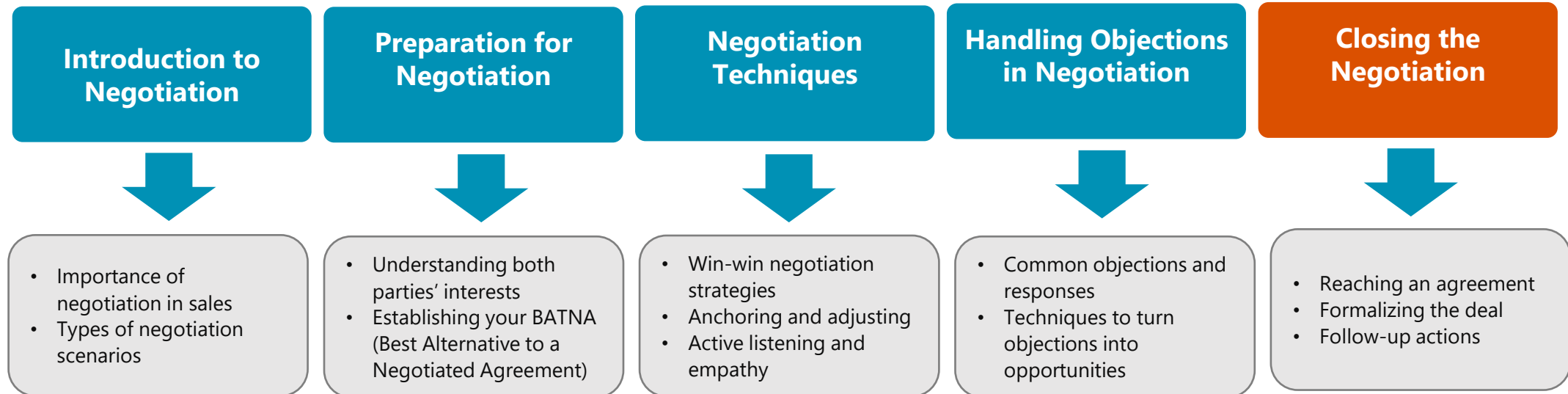


# Comprehensive Sales Training Plan

## Module 2 – Negotiation.

### Objective:

Develop negotiation skills to achieve mutually beneficial outcomes and close deals effectively.



**Reaching an agreement.**

# Closing the negotiation

Reaching an agreement.

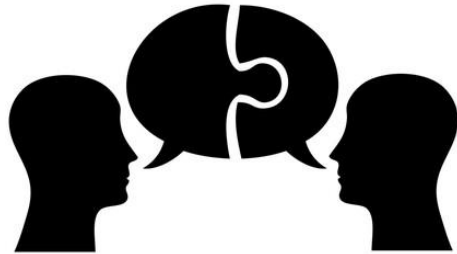
Closing a negotiation involves addressing any final objections, reaching an agreement, formalizing the deal, and planning follow-up actions. Successfully navigating these stages ensures that both parties are satisfied and committed to the agreement. Here's an expanded look at these stages:

**Objective:** To address any remaining objections and finalize the terms of the agreement, ensuring that both parties are clear and satisfied with the negotiated outcome.

## 4 Key Stages

### a. Addressing Final Objections:

- **Technique:** Revisit any outstanding objections and provide reassurances or solutions.
- **Example:** If the prospect is still concerned about pricing, offer additional value or explore flexible payment options. "I understand your concern about the cost. What if we spread the payments over a longer period, making it more manageable for your budget?"



### b. Summarizing Key Points:

- **Technique:** Summarize the main points of the agreement to ensure clarity and mutual understanding.
- **Example:** "Just to recap, we've agreed on [key terms], including the delivery timeline, pricing structure, and support services. Does this summary accurately reflect our agreement?"



# Closing the negotiation

Reaching an agreement.

## 4 Key Stages

### c. Gaining Commitment:

- **Technique:** Use confirmation questions to secure commitment and move towards finalizing the deal.
- **Example:** "Are you ready to move forward with this agreement based on the terms we've discussed?"



### d. Creating a Sense of Urgency:

- **Technique:** Highlight the benefits of closing the deal now, such as limited-time offers or immediate benefits.
- **Example:** "By finalizing this agreement today, you'll be able to take advantage of our current promotion, which offers an additional 5% discount and expedited delivery."



**Formalizing the deal .**

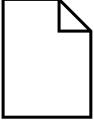
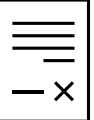


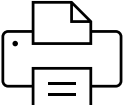


# Closing the negotiation

Formalizing the deal.

**Objective:** To document the agreement in a formal contract, ensuring that all terms are clearly defined and legally binding.

## 5 Key Stages

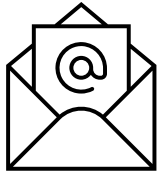
	Objections	Technique	Example
	<b>Drafting the Contract</b>	<ul style="list-style-type: none"><li>Prepare a detailed contract that outlines all agreed-upon terms, conditions, and responsibilities</li></ul>	<ul style="list-style-type: none"><li>"I'll have our legal team draft the contract based on the terms we've discussed. It will include details on pricing, delivery timelines, payment schedules, and support services."</li></ul>
	<b>Reviewing the Contract</b>	<ul style="list-style-type: none"><li>Conduct a thorough review of the contract with the other party to ensure accuracy and completeness.</li></ul>	<ul style="list-style-type: none"><li>"Let's schedule a meeting to review the contract together, ensuring that all terms are correctly captured and there are no misunderstandings."</li></ul>
	<b>Negotiating Final Terms:</b>	<ul style="list-style-type: none"><li>Be prepared for any last-minute adjustments or clarifications that may be needed.</li></ul>	<ul style="list-style-type: none"><li>"If you have any concerns or need any modifications to the contract, please let me know, and we can discuss them before finalizing."</li></ul>
	<b>Securing Signatures:</b>	<ul style="list-style-type: none"><li>Obtain the necessary signatures from all parties to formalize the agreement.</li></ul>	<ul style="list-style-type: none"><li>"Once we're all satisfied with the contract, we can proceed with signing. I'll ensure all required signatures are collected promptly."</li></ul>
	<b>Distributing Copies:</b>	<ul style="list-style-type: none"><li>Provide copies of the signed contract to all relevant parties for their records.</li></ul>	<ul style="list-style-type: none"><li>"I'll send you a copy of the signed contract for your records. Please keep it for future reference, and don't hesitate to reach out if you have any questions."</li></ul>

# Closing the negotiation

Follow up actions.

**Objective:** To ensure that the agreement is implemented smoothly and to maintain a positive relationship with the other party through proactive follow-up actions.

## 6 Follow up stages



Objections	Technique	Example
<b>Implementation Planning</b>	<ul style="list-style-type: none"> <li>Develop a detailed plan for implementing the terms of the agreement.</li> </ul>	<ul style="list-style-type: none"> <li>We'll create an implementation timeline that outlines key milestones, delivery dates, and responsibilities. This will help us ensure everything goes according to plan."</li> </ul>
<b>Communicating with Stakeholders:</b>	<ul style="list-style-type: none"> <li>Keep all stakeholders informed about the agreement and the implementation process.</li> </ul>	<ul style="list-style-type: none"> <li>"I'll send an update to all relevant stakeholders, including the project timeline and key points of contact. Clear communication will help us stay on track."</li> </ul>
<b>Providing Support:</b>	<ul style="list-style-type: none"> <li>Offer ongoing support and resources to assist with the implementation.</li> </ul>	<ul style="list-style-type: none"> <li>"Our support team will be available to assist you with any questions or issues that arise during the implementation. We're committed to ensuring your success."</li> </ul>





# Closing the negotiation

Follow up actions.

## 6 Follow up stages



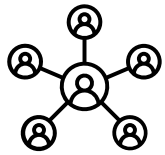
### d. Monitoring Progress:

- **Technique:** Regularly check in on the progress of the implementation and address any issues promptly.
- **Example:** "We'll schedule regular check-ins to monitor progress and address any concerns. This will help us ensure that the implementation stays on schedule and meets your expectations."



### e. Evaluating Satisfaction:

- **Technique:** Assess the other party's satisfaction with the implementation and overall agreement.
- **Example:** "After the implementation, we'll conduct a satisfaction survey to gather your feedback. Your input is valuable in helping us improve our processes and services."



### f. Building the Relationship:

- **Technique:** Continue to nurture the relationship by staying engaged and looking for additional opportunities to add value.
- **Example:** "We value your partnership and will continue to look for ways to support your business. If there are any additional needs or projects you're considering, please let us know."

# Closing the negotiation

## Summation

Handling objections in closing the negotiation involves reaching an agreement by addressing final objections, formalizing the deal through careful documentation and review, and ensuring a smooth implementation with follow-up actions.

# QUIZ # 15041 Negotiation



Please take the quiz on negotiation to complete your learning and certification on this module, Search on [upskilPRO.com](https://upskilPRO.com) using 15041 to take the quiz

# Comprehensive Sales Training .

Negotiation is a crucial skill in sales which impacts everything from sales to relationships



# Negotiation

## Module 2

1. Introduction to Negotiation
2. Preparation for Negotiation
3. Negotiation Techniques
4. Handling Objections in Negotiation
5. Closing the Negotiation