

# Comprehensive Sales Training .

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



## **Negotiation**

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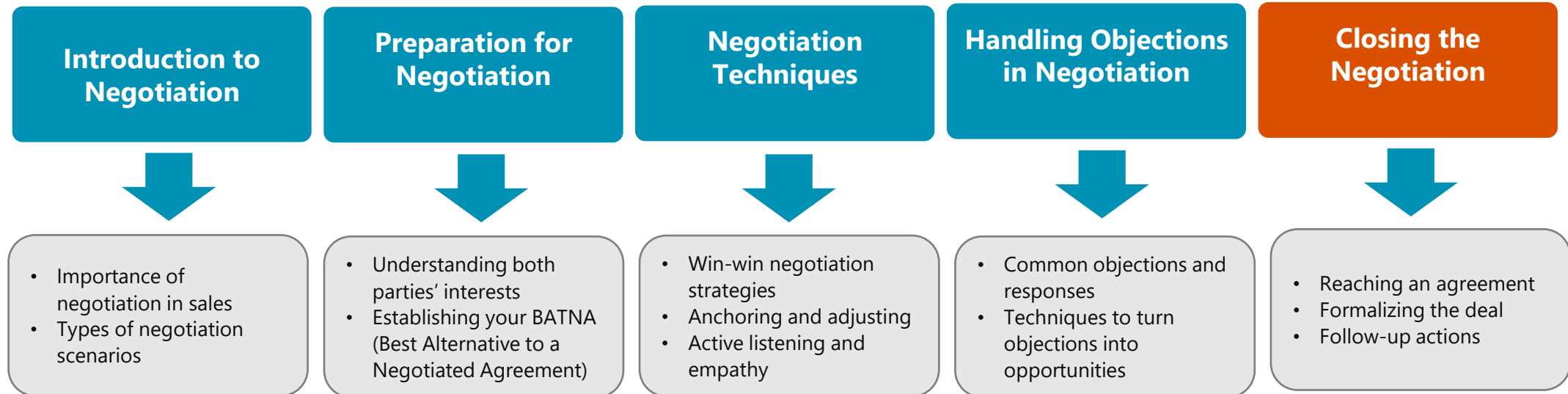
### **Closing the Negotiation**

# 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.

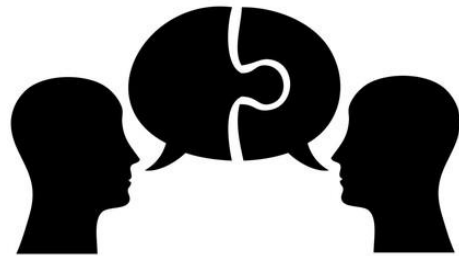
Closing a negotiation involves addressing any final objections, reaching an agreement, formalizing the deal, and planning follow-up actions. Successfully navigating these stages ensures that both parties are satisfied and committed to the agreement. Here's an expanded look at these stages:

**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 .**

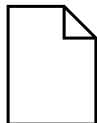
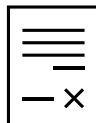


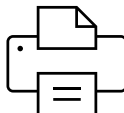


# Closing the negotiation

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>



**Follow up ACTIONS.**

# 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



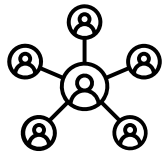
### d. Monitoring Progress:

- **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

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