



## Negotiation Skills

**An interactive 1-day workshop specifically designed for the scientific, healthcare and technology industries**

Staff from all departments will benefit from attending this course. Improving your negotiation skills is not just for sales people. Inevitably the sales process turns into a negotiation at some point. The ability to reduce discounting and maintain your selling margins is paramount in today's business environment. But so too is the ability to negotiate effective agreements with suppliers and with other departments internally. This one day programme is designed to give delegates the ability to create win / win outcomes in all situations that require an ongoing relationship.

### *Benefits*

- ✓ Focus on a **win / win outcome**
- ✓ **Prepare** effectively for future negotiations
- ✓ Understand the value of what you can **trade**
- ✓ Know how to **affect** the balance of power
- ✓ Practise the **key skills**
- ✓ **Understand** the causes of deadlock and how to break out of it
- ✓ **Recognise** when to walk away from a bad deal
- ✓ Know the 10 **golden rules**
- ✓ Reduce **discounting** and improved margins
- ✓ **Apply** the learning to real life situations
- ✓ Eligibility to receive ongoing **mentoring** and advice at no extra charge.



## *Your Trainer*

Steve Cole has over 20 years experience of managing sales and service teams, and implementing sales & management development programmes in the scientific, healthcare and technology markets.

His approach is challenging yet enjoyable.

Steve has considerable international experience having worked throughout Europe, North America and the Far East

## *Who should attend?*

- ⇒ All sales staff, both new and experienced
- ⇒ All internal staff that deal with customers or suppliers
- ⇒ All internal staff that have communication with other departments
- ⇒ Managers and team leaders

## *Pricing and dates*

### **See website for details**

Price includes all course material and refreshments

Please note this course is non-residential

## *Methodology*

The course will take place on a single day. There will be ample opportunities to practise the key skills. You will also develop practical projects to implement immediately in real life situations.

Places will be limited to 8 delegates in order that the focus can be on practical outcomes which provide a **lasting** benefit. There will be a heavy emphasis on:

- ⇒ Good preparation before any negotiation situation
- ⇒ Refining communication skills
- ⇒ Practical application of key learning points
- ⇒ Role plays to practise the important elements of the job

**For further information or to reserve your place on this important workshop, call 01728 638544**