

My Sales Management team were at first sceptical about their needing negotiation training. Their Sales Representatives face a highly competitive marketplace, demanding that we use the best processes, tools, strategies and skills to defend and grow our bottom line. Our in-house sales training is comprehensive, and we had already completed most relevant profiles and other feedback models available.

The Negotiation Experts consultant invested time in understanding our sales process, tools, style of sales negotiation, together with uncovering our strengths and areas of challenge. The customised case studies were popular, perhaps because they reflected the most recurrent challenges that we currently have to get a handle on. We gained useful insights and actionable ideas from the Persuasion and Influence module, and I particularly enjoyed the insights gained from the communication preferences sections.

A popular comment from our Sales Managers was that they hadn't realised just how often they are called to negotiate, as they hadn't previously viewed it as negotiation. The course supported our sales processes and gave us some new useful tools. I look forward to my team passing the Negotiation Exam, and especially their improved sales results.

