



SALES NEGOTIATION TRAINING

How many more deals could you be closing at higher margins?



Uncover your
negotiation excellence
habits

Close more deals
in less time
at higher margins

Pinpoint your
biggest mistakes,
and fix them



Brent Vick
Director of Global Sales Excellence

Honeywell

“ We exceeded our financial goals, increasing sales by 10% per year for two years to reach \$14B, and increasing gross margin by 3.5%. Our team said negotiation training was the biggest single reason for these pleasing results.

Contact Us >



negotiations.com

Why take this Sales Negotiation Course?

Do you want to discount less, close more deals faster, land bigger contracts, strengthen relationships, and upsell and cross-sell more effectively?

Our world-first negotiation sim game gives you a close-up view of your own dealmaking, dramatically accelerating your learning curve. You'll graduate feeling far more confident and competent.

If you're a team manager, let's diagnose your team's needs and benchmark them against other sales teams using our online profile.



Alexandra Tomaskova
Managing Director

SKANSKA

“ My team saw significant improvements in revenue since the sales training. Preparation is much better. Value is being created, which is contributing to our higher closing rates.



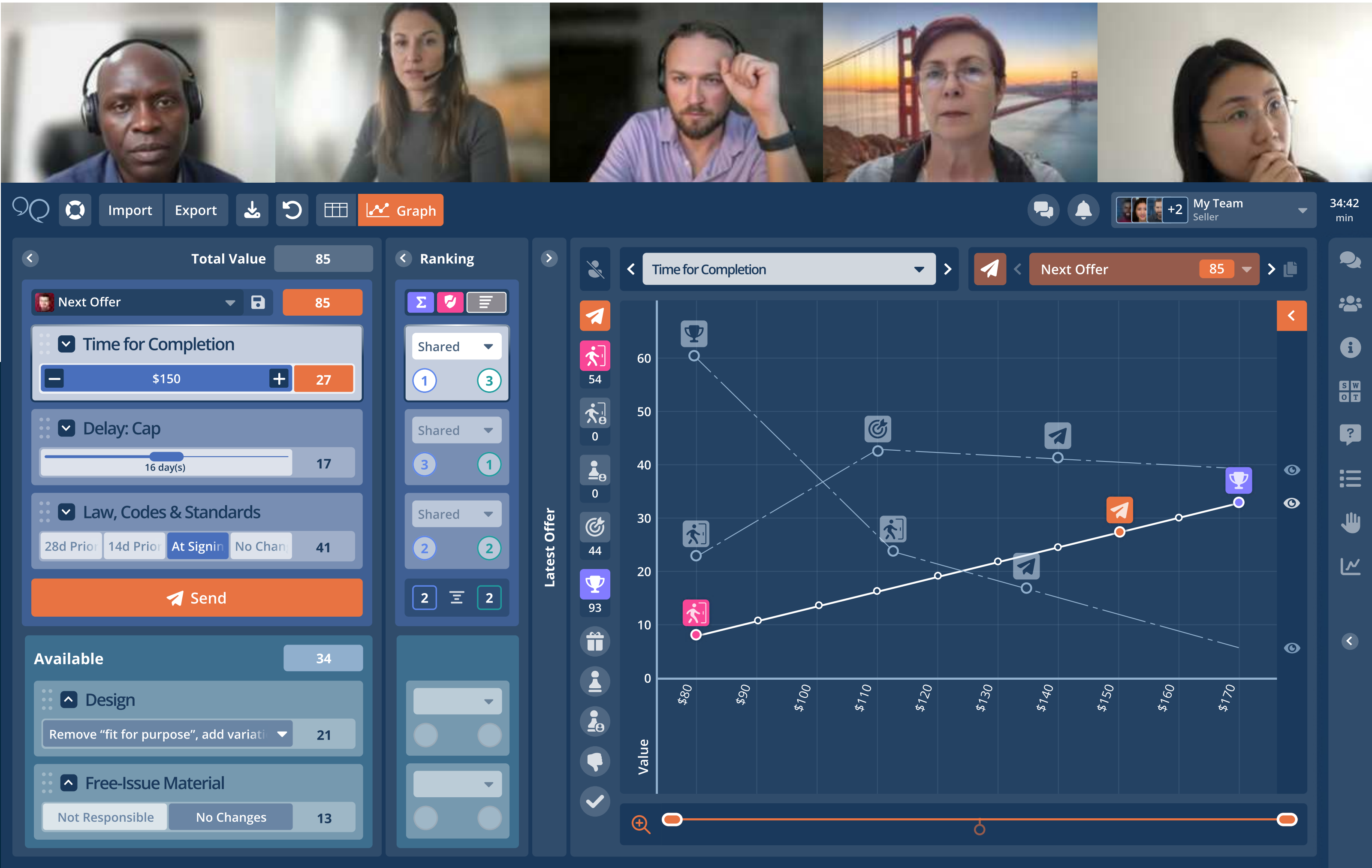
Brett Rivers
Technical Sales
Account Manager

Hisco

“ I really enjoyed how closely the training scenario was tailored to Hisco's everyday negotiations. This made for much more of a realistic and relatable experience.

Simulation Game Platform

Watch your decisions play out on the world's most advanced negotiation simulation game platform, while hearing personal, in-depth deal-making insights from a global Negotiation Expert.



Who's This Course For?

Sales Negotiation graduates typically hold titles such as Sales Director, Sales Manager, Account Manager (National or Regional), Enterprise Account Manager, Key Account Manager, Commercial Account Manager, Business Development Manager (BDM), Account Executive, Internal Sales Representative, Sales Specialist, Sales Operations Manager, Channel Manager, Customer Success Manager, and Solutions Consultant, along with Chief Revenue Officers (CRO), Sales SVPs, VPs, and entrepreneurs. In short: anyone involved in selling products, services, equipment, or ideas.



Ewald Braith
Telecom President



“ Five years later, we had doubled the size of the business and improved profitability. We saw a significant advantage in winning new business because of the negotiation skills.



Kate Johnson
Commercial General Manager
Europe



“ Their extensive preparation, enthusiasm and follow up has made The Negotiation Experts an integral part of my team. The high standards they set are always achieved.

Learning Outcomes

Level 1

🕒 4½ hours

Increasing margins from better pricing integrity

- Anchoring first with ambitious open offers, countering procurement's anchors, and incrementing.

Reducing risk, compromises and discounting

- Setting 'walk aways' and incrementing.

Creating and claiming more value

- Achieving more collaborative win-win outcomes.
- Claiming the lions' share of your value.

Optimizing deals from choosing styles

- Making the important distinctions between each of the 5 styles, in order to consciously choose and switch styles.
- Controlling the deal through subtly steering towards collaboration and competition.
- Diagnose negotiators' preferred styles under pressure, including a sim game.

Level 2

🕒 4½ hours

Increase win rates, improve margins, reduce deal cycle times

- Measure the missed value, or gold left on the table, using our world-first sim game.
- Beat out the competition by better understanding the customer's needs and wants, and by optimizing the exchanges to deliver more value to the customer. This further reduces pressure to discount and shortens deal cycle times.

Minimize risks and maximize leverage

- Employ SWOT analysis to understand the major areas of value and risk.
- Dovetail the SWOT into preparing a Trading Plan.
- Identify leverage opportunities in both directions to create and exchange value optimally.

Gain control; keep control

- Dovetail the Trading Plan into a meeting agenda.
- Use agenda sequencing and offer bundles to leverage trades.

Level 3

🕒 4½ hours

Gather information via questions

- Understand the hierarchy of questions.
- Practice writing out questions.

Handle objections to gather insights and regain control

- Practice how to start responding to objections using three types of reframes.

Use pre-meetings to build trust and gather vital information

- Master asking questions in the optimal sequence to gather information before making offers.

Level 4

🕒 4½ hours

Earn trust, be liked more, and build up favors

- Use discussion groups to brainstorm the best practical ways to be liked more and build trust.
- Expand upon the ways in which to use reciprocity.

Prepare effectively as a team for bigger, more complex deals

- Practice preparing as a team to maximize value.
- Learn team roles.



Level 5

🕒 4½ hours

Increase win rates in less time with stories

- Master the six steps in crafting a persuasive sales story.
- Avoid the common story pitfalls most salespeople fall into.

Level 6

🕒 4½ hours

Guard against manipulative tactics and employ ethical tactics

- Identify and learn how to counter the most dangerous tactics.
- Select tactics to defend and create value.

Gain control using emails and phone calls

- Learn the best practices for gaining and keeping control using emails and phone calls.

Control the style of deals using seating

- Recognize which room layouts are conducive to collaboration and which are conducive to competition.

Participant Journey





Michel van den Berg
Sales Director Mobile



“ Very positive training. Key take aways for my team in the months since the seminar have included asking for something in return and being prepared.



Hailin Wen
Sr. Sales Director APAC



“ We were up against competitive tough negotiators. We understood their needs from our team preparation. Our negotiation planning achieved a great collaborative deal.

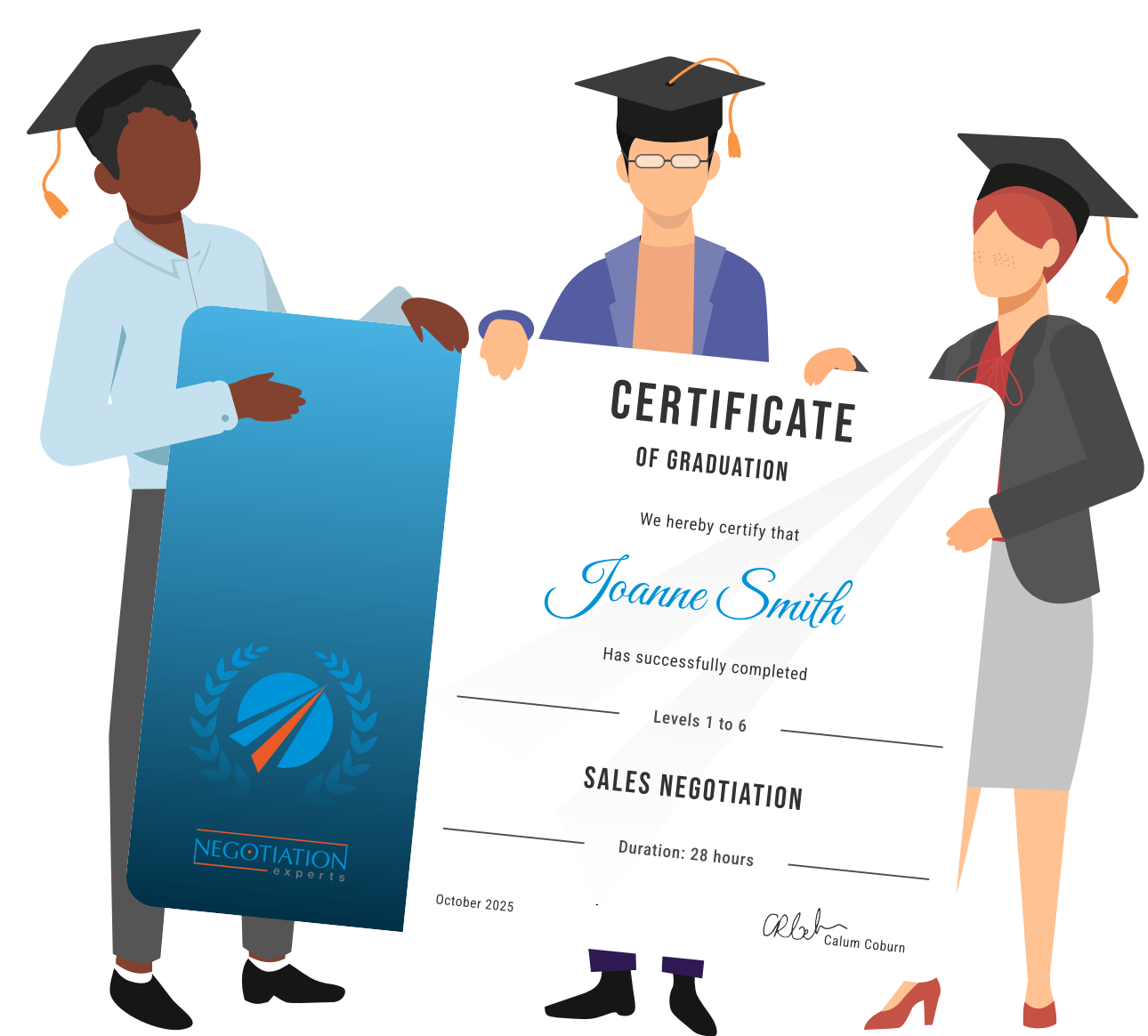
Leaderboard							Competitive	Win-Win
Rank	Negotiators		Sims	Score	Partners	Missed		
12	↑ 1	 Emily Carter EmCarter		2	49.4%	45.4%	5.2%	▼
1	↑ 3	 Liam Thompson OutbackLiam		2	59.6%	25.6%	14.8%	▼
2	↓ 1	 Sophie Tremblay MapleSophie		8	51.9%	43.9%	4.2%	▼
3	↑ 2	 Lukas Schneider LSchneider_DE		2	50.9%	47.7%	1.4%	▼
4	↑ 1	 Madison Brooks MaddyB		1	50.4%	48.7%	0.9%	▼
5	↓ 3	 Ethan McKenzie NorthernEthan		2	49.4%	45.4%	5.2%	▼

Assessment & Certification

Measurement and reinforcement matter as much as the training itself. They show you and your team which tools and skills are delivering the strongest results, and they anchor your long-term retention.

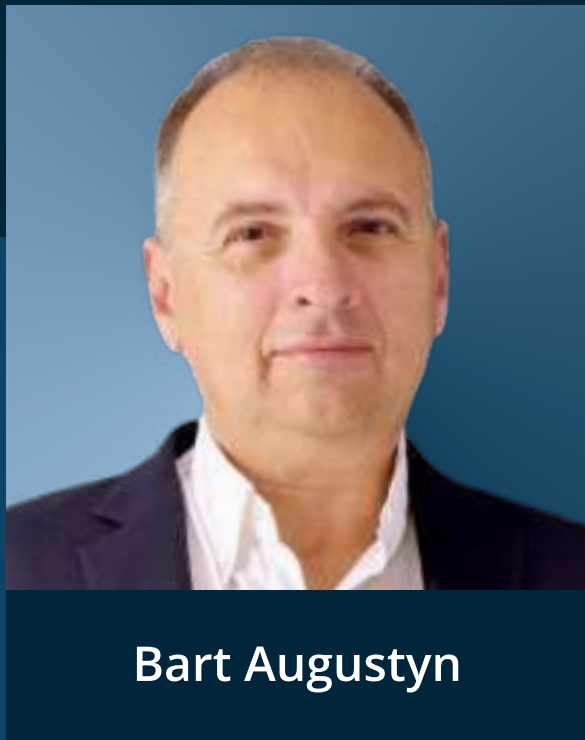
Our scored assessment measures your team's usage and results three months after training. The pass mark is 50%. Personalised reports and certificates go to each graduate, and a group report is discussed with your leadership team.

Graduates tell us their assessment and personalised report are a valuable reminder of everything covered on the course, driving higher retention and a stronger ROI.



Meet the Experts

Our Negotiation Experts are passionate about delivering top and bottom-line results to your organization. They bring hands-on experience training teams across a wide range of countries, departments, and industries.



Diagnose

Would you like a clear picture of your team's negotiation strengths and weaknesses? Since 2005, clients have trusted our diagnostic profile to uncover their teams' needs and benchmark them against the competition.

Leaders tell us our reports confirm what they'd already sensed, and the debrief conversation surfaces insights they hadn't seen before."

Question: Which business goal is most important in your negotiations?

