

# negotiating in a demanding market

SKILLSHOT™ clinics



Do you ever feel your power is limited when negotiating with customers?

Do your customers invariably appear to have the upper hand?

Do you sometimes leave the negotiation thinking you have been pushed into giving away more than you needed to?

If so, it's time to redress the balance of power and to play the game as effectively as your counterpart! The result? A bigger commission cheque for you and protection of your company's bottom line, essential in any economic downturn.

The machinations of the negotiation game are complex but with knowledge of the appropriate techniques and best-practice, we can all develop the art of effective negotiation and learn how to stand-up to, and counteract, well trained and experienced negotiators.

## In 2 hours you will

- Become familiar with a broad spectrum of negotiation **techniques** and **tactics**
- Learn how to **prepare** effectively for a negotiation
- Learn how to **control** the negotiation process
- Recognise the **power** you hold in a negotiation situation and use it to your advantage
- Learn how to control the small details of your behaviour during a negotiation and to develop a **negotiation style** that suits you
- Master the art of achieving the **best possible outcome** while protecting the relationship

## What next?

Contact us by calling 08700 704242 or email: [info@4ty2.co.uk](mailto:info@4ty2.co.uk)

## SKILLSHOT™ approach

Intensive, high energy, acutely focused performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals in a recessionary market

## SKILLSHOT™ clinics

### Surviving in a recession

Developing and activating recession-fighting strategies, designed to maximise sales performance

### Engaging your customers

Utilising a consultative selling approach to differentiate yourself from the competition and to generate customer trust and loyalty

### Building a robust pipeline

Improving hit rates by adopting a strategic approach to prospecting resulting in fewer cold calls and higher conversion ratios

### Making cold calls count

Turning cold calls into productive conversations that increase your call to appointment conversion rate

### Managing the sales process

Taking control of the decision-making process and ensuring it operates to your deadlines

### Developing a differentiating value proposition

Designing, developing and delivering a business winning case

### Expanding your sphere of influence

Achieving the coveted status of 'insider' provider

## Something different?

If you, or your business, would benefit from a more integrated or customised approach, we would be happy to build a solution for you using our **Sales Health Check** methodology