

negotiating in a depressed market

selling in a virtual world



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 feel you have given 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? The protection of your company's bottom line, essential in challenging times, and greater kudos and rewards for you, while protecting the customer relationship.

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 3 hours this skillshot™ will help you

- 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

SKILLSHOT™ approach

Delivered using a proven virtual learning platform and methodology, Forty2's skillshots™ are intensive, highly interactive, acutely focused, performance clinics engineered to deliver the skills boost and motivation demanded of sales professionals when dealing with the twin challenges of an economically depressed market and selling in a virtual world.

Group size

8-10 participants

SKILLSHOT™ clinics

Building a sustainable pipeline remotely

Leveraging your reputation, networking in a virtual environment and adopting a strategic approach to build a sustainable pipeline.

Engaging customers virtually

Connecting with new contacts and building empathy and trust in a virtual world.

Building an insider relationship in a challenging market

Utilising a consultative and collaborative approach to challenge the status quo and identify the customer's/prospect's latent needs.

Presenting a differentiating value proposition virtually

Designing, developing and virtually delivering a business-winning case.

Building partnerships with procurement

Working with procurement in a manner that ensures a mutually beneficial result, whilst maintaining an effective, on-going working relationship.

What next?

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