

Mark Janes Learning Solutions Ltd – Sales Training Programme

Course Overview – Sales Negotiating Skills

Overview:	This course deals with the skills needed when selling stops and “the negotiating game” takes over. It will equip participants to stand their ground better in negotiations, while continuing to build the relationship with the customer.
Suitable For:	<ul style="list-style-type: none">• Sales representatives in a business-to-business selling environment.• Key Account Managers.
Number of Participants:	4 – 12
Duration:	1 Day
Content:	<ul style="list-style-type: none">• The difference between selling and negotiating• How to know when you are selling, and when you are negotiating• Negotiating; a game of two halves• Planning to negotiate• Managing the negotiation meeting• “Dirty Tricks” and how to deal with them
Style:	An interactive workshop blending small and large group discussions, role-play and individual exercises.
Cost:	<p>In-house: £750 per course, plus £10.00 per participant for course workbook and other materials.</p> <p>Public: £195.00 per person, including all materials, lunch and refreshments on both days.</p> <p>Costs exclude VAT.</p>

- Programme can be customised for in-house use
- For more information contact Mark Janes; mark@mjls.co.uk

