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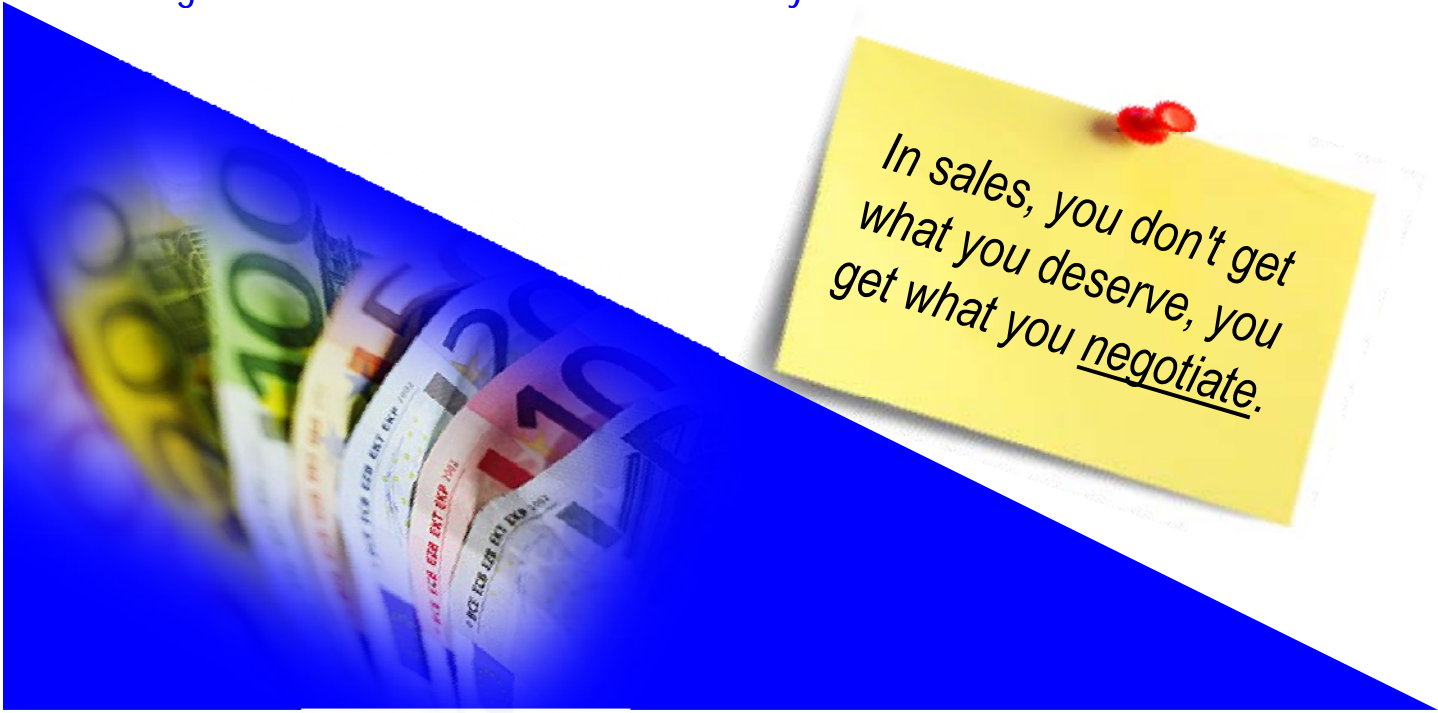
Dermot McConkey
DEVELOPMENT & TRAINING LIMITED

presents:

Don't sell - negotiate



Aim to strengthen your sales negotiation skills, with particular focus on telephone contact and face to face meetings. Aim also to provide both yourself and / or your team with a conceptual framework and strategy to negotiate to successful conclusions...everytime.



In sales, you don't get
what you deserve, you
get what you negotiate.

Contact us: 085 7491564

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Overview

People buy
the Seller,
not the Salt!

New Year challenges?



The year ahead will be another challenging year for all of us. Most business people accept this fact. To survive and thrive in the immediate future will require even greater focus than ever before, determination, exceptional sales negotiation skills and the development of great relationships. This programme is designed to help participants develop the crucial skills and techniques of sales negotiation. We believe the main difference between the average and the best in the sales business today is the ability to negotiate successfully – to create a situation where both parties walk away believing they got the best deal, all things considered. The main objective of this programme is to give participants practical ideas and experience of both simple and complex negotiation situations, similar to the type that often occur in day to day business transactions..

Course outcomes:

After completing this course attendees will be in a position to:

- Prepare and plan for even better success in all sales negotiations.
- Put in place and control the major factors that lead to sales success when negotiating.
- Know how best to influence people by telephone, as well as in face to face meetings.

The course covers:



Assessment of current influencing skills

This will involve attendees in examining their current negotiation skills. Areas such as assertiveness, possessing expertise, using political acumen, undertaking thorough preparation, giving high impact presentations and being client centred will be reviewed in depth and specific areas for development highlighted. Each attendee will examine a breakdown of each area from a personal viewpoint and focus on what is involved to move it forward.

The Negotiation Skills 4 phase / 4 Wants process :

Four Phases	Four Questions
1) Prepare	What do <i>we</i> want?
2) Debate	What do <i>they</i> want?
3) Propose	What wants <i>could</i> we trade?
4) Bargain	What wants <i>will</i> we trade?

Overview

Action speaks
louder than
words, not
nearly as
often!
Mark Twain

1) Prepare: What do *we* want?

Preparation for a sales negotiation involves deciding what you want to achieve, what the range of your options is and how much you are willing to trade to allow the other side to gain some of what it wants. The process of preparation involves prioritising and quantifying your "wants" in such a way that you know how much movement you are able to make in the negotiation. In preparation it is also wise to consider what you think the other side may want, although you will not find out until the debate phase.

2) Debate: What do *they* want?

In the debate phase people may show behaviours that are unhelpful such as issuing demands, making sarcastic comments, overstating their own position and being pessimistic. These behaviours seldom help, as the purpose of debate is to find out what the other side wants and let them understand what you want. Often a negotiation will become entrenched in argument, which, of course, is counter-productive.

3) Propose: What want *could* we trade?

Once a negotiator has found out what the other side wants he or she can make proposals on a conditional basis: Using words like, "If I – then. For example; "If I can have a few minutes of your time now, then I can show you how you can...."

The proposal phase allows negotiators to exchange tentative suggestions of what might be acceptable. In the process there may be adjournments for further preparation or discussion when a new proposal is received or even a return to the debate phase to find out exactly what is being proposed. Presenting your ideas well is vital to sales success at this stage.

4) Bargain: What wants *will* we trade?

Once the proposals have been well discussed the bargaining phase can commence. We move in this phase from the tentative to the specific, e.g. "Can I take it you want to proceed then?" "Will I put the paperwork in order?"



The course will involve participants in role-play scenarios, with emphasis on negotiation by telephone and face to face meetings.

Start out with an ideal and end up with a deal...Karl Albrecht

Course content (continued)

"Sales are contingent upon the attitude of the salesman, not the attitude of the prospect."
William Clement Stone

Other specific content covered will include:

- What persuades people to buy in a downturn?
- How to deal with confused negotiators
- How to deal with aggressive negotiators
- How to deal with emotional negotiators

- How to deal with indecisive negotiators
- How to deal with objections like "I can't afford it"
- How to use persuasion and influencing skills to help people make decisions now
- The power of using the right words in negotiation

- The power of emotional intelligence
- Checklists will be offered to make sure best practice is implemented after the course

Brokers and their staff need to be aware of the power of negotiating. Everyone is capable of negotiation, indeed everyone has been negotiating every day of their lives. This doesn't mean that everyone is an effective negotiator though. People need to be trained in the formal skills of negotiation, and be fully supported by their organisation in terms of preparation and back up. This programme will help attendees grow in the art of negotiation and thus improve their sales.



Presented by



Dermot McConkey FSII, MIITD

Dermot McConkey is Managing Director of Dermot McConkey Development & Training Limited, a business development and sales training consultancy. He delivers motivational keynotes to conference audiences, seminars and master classes to corporations and business meetings. He has worked in the financial services field, mainly Life and General insurance, for over 35 years having held many positions in Sales Management, Marketing and Training. He has a reputation for being a highly enthusiastic, motivational, popular trainer where his fast paced delivery of the psychology of success is key to every talk and programme he facilitates. Dermot is known as an ideas man. Dermot is one of the foremost authorities on assisting people in achieving positive, measurable change in their attitude, in their behaviour and in their results. He has spoken at international conferences in the USA, Cyprus, Malta, Scotland and England.

He launched an inter-active sales development software training programme called **Go sell whatever you want to sell** in the Irish marketplace five years ago and recently published his new book, **The Selling Conversation**, which was co-authored with international communications expert, Yanky Fachler.

He is a contributor of articles to various national newspapers, magazines and websites on sales and marketing matters. His favourite saying and belief is:

If things don't change, they are sure to stay the same!



Remember: Change is inevitable. Choice is optional!



REMEMBER:

*If things do not change,
they are sure to stay the same!*

*Staying the same will not be good enough
to not only survive, but thrive in the future!*



Not making a decision is a decision in itself!