

7700 Hurontario St #503 Brampton, ON L6Y 4M3 Canada

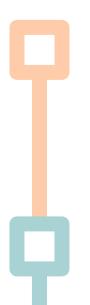
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# SALES TECHNIQUES AND NEGOTIATION SKILLS

PROGRAM FEE: \$2,200



#### PROGRAM OVERVIEW:

Welcome to the "Sales Techniques And Negotiation Skills" online training program! This course is designed to equip students with essential sales techniques and negotiation skills required in various business contexts. The course will cover the fundamentals of sales processes, effective communication strategies, and advanced negotiation tactics. Students will engage in practical exercises, role-plays, and case studies to apply the concepts learned.

# MODULE 1 INTRODUCTION TO SALES AND NEGOTIATION

#### **UNDERSTANDING SALES AND NEGOTIATION**

- Importance of Sales and Negotiation in Business
- Basic Concepts and Definitions

#### **COURSE OVERVIEW**

- Course Structure and Requirements
- Learning Outcomes

# MODULE 2 THE SALES PROCESS

#### STAGES OF THE SALES PROCESS

• Awareness, Interest, Desire, Action

## PROSPECTING AND LEAD GENERATION

• Techniques for Identifying Potential Customers

## QUALIFYING LEADS

• Criteria and Methods for Qualifying Leads

# MODULE 3 EFFECTIVE COMMUNICATION IN SALES

## **BUILDING RAPPORT**

• Techniques and Importance

## **ACTIVE LISTENING**

• Skills and Exercises for Improved Listening

## **ASKING THE RIGHT QUESTIONS**

• Open-ended vs. Closed-ended Questions

## NON-VERBAL COMMUNICATION

Understanding Body Language and Tone

# MODULE 4 SALES TECHNIQUES AND STRATEGIES

# CONSULTATIVE SELLING

Principles and Applications

## SOLUTION SELLING

Identifying and Meeting Customer Needs

## **SPIN SELLING**

Situation, Problem, Implication, Need-Payoff

## **CROSS-SELLING AND UP-SELLING TECHNIQUES**

• Strategies for Additional Sales



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# MODULE 5 PRESENTATION SKILLS

#### CRAFTING A COMPELLING SALES PITCH

• Structure and Key Elements

#### **USING VISUAL AIDS**

• Effective Use of Presentation Tools

#### HANDLING OBJECTIONS

Techniques and Strategies for Overcoming Objections

#### **CLOSING THE SALE**

• Methods and Timing for Successful Closures

# MODULE 6 INTRODUCTION TO NEGOTIATION

#### **TYPES OF NEGOTIATION**

• Distributive vs. Integrative Negotiation

#### THE NEGOTIATION PROCESS

• Preparation, Bargaining, Closure

#### **KEY PRINCIPLES OF NEGOTIATION**

• Interests vs. Positions

#### **COMMON NEGOTIATION PITFALLS**

• How to Avoid Common Mistakes

# MODULE 7 PREPARATION AND PLANNING FOR NEGOTIATION

## **SETTING OBJECTIVES AND GOALS**

• SMART Criteria for Goal Setting

## **UNDERSTANDING INTERESTS AND POSITIONS**

Analysis Tools for Effective Negotiation

# BATNA (BEST ALTERNATIVE TO A NEGOTIATED AGREEMENT)

• Definition and Importance

## RESEARCH AND INFORMATION GATHERING

• Techniques and Sources for Effective Preparation

# MODULE 8 NEGOTIATION TACTICS AND TECHNIQUES

# PERSUASION STRATEGIES

• Ethos, Pathos, Logos

## CONCESSIONS AND TRADE-OFFS

When and How to Make Concessions

## HANDLING DIFFICULT NEGOTIATIONS

• Techniques for Managing Stalemates

## **NEGOTIATION STYLES**

Competitive vs. Collaborative Approaches

# MODULE 9 ADVANCED NEGOTIATION SKILLS

# ADVANCED NEGOTIATION CHIEF

Self-Awareness and Self-Regulation

## **CULTURAL DIFFERENCES IN NEGOTIATION**

**EMOTIONAL INTELLIGENCE IN NEGOTIATION** 

Understanding and Adapting to Different Cultures

## **MULTI-PARTY NEGOTIATIONS**

Obstant New York Challenger Care Carrate Navel State

## Strategies and Challenges for Complex Negotiations

CONFLICT RESOLUTION
 Techniques and Approaches for Resolving Disputes



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# MODULE 10 ETHICAL ISSUES IN SALES AND NEGOTIATION

#### **ETHICAL CONSIDERATIONS IN SALES**

• Transparency and Honesty in Sales Practices

#### **BUILDING TRUST AND CREDIBILITY**

• Long-term Relationship Management

#### **DEALING WITH ETHICAL DILEMMAS**

• Decision-Making Frameworks

#### **CORPORATE SOCIAL RESPONSIBILITY AND SALES**

• Integrating Ethics into Business Practices

# MODULE 11 PRACTICAL APPLICATIONS AND ROLE-PLAYING

#### **ROLE-PLAYING SCENARIOS**

• Simulating Real-world Sales and Negotiation Situations

#### **CASE STUDIES**

· Analysis and Discussion of Real-life Examples

#### **GROUP EXERCISES**

• Collaborative Problem-Solving Activities

#### FEEDBACK AND IMPROVEMENT

• Techniques and Tools for Personal Development

# MODULE 12 PREPARATION AND PLANNING FOR NEGOTIATION

## PRESENTATION OF SALES AND NEGOTIATION PROJECTS

• Showcasing Projects

## PEER AND INSTRUCTOR FEEDBACK

Constructive Criticism and Evaluation

## REFLECTION AND LEARNING

Course Takeaways and Future Applications

## COURSE EVALUATION

• Feedback on Course Effectiveness