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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

EMOTIONAL INTELLIGENCE IN NEGOTIATION

- Self-Awareness and Self-Regulation

CULTURAL DIFFERENCES IN NEGOTIATION

- Understanding and Adapting to Different Cultures

MULTI-PARTY NEGOTIATIONS

- 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