

## Negotiative Selling

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### Program Description

***This high-level workshop focuses on actionable, real-life selling situations, which your sales professional may encounter daily.*** The workshop brings together elements from the best negotiative principles and practices identified in the Harvard Program on Negotiations and best practices of high-level, consultative and solution-based sales.

The Nyman Group has combined the best of their consultants' negotiation experience with that of our sales coaches to deliver a dynamic program.

You'll receive written and verbal coaching, an action plan.

### You'll benefit by learning to:

- Understand strategic choices in resolving problems
- Effectively communicate and manage emotions
- Create new alternatives and maximize leverage in negotiations
- Differentiate between perception/communication filters
- Define the elements of a good outcome
- Work more effectively with customer or internal clients
- Understand you personal "negotiating style"
- Stay focused on common goals
- Integrate newly learned negotiation techniques into your sales presentations
- Reduce transaction costs of implementing contracts

**Maximum participants: 8**

**Program length: 2 days**