

Standard Training Outline

Selling Skills and Service Programs

“Effective Negotiation for Great Success”



Orchid
Slingshot

Training Outline

Effective Negotiation for Great Success

2 Days Program

Max. 20 Participants

Module # 1 : Introduction to Negotiation

- What is negotiation ?
- Difference between Persuasion & Negotiation
- Golden Rule : Persuade First, Negotiate Last
 - * Use FABE to increase selling effectiveness
- *Objective* : Participants will understand the definition of negotiation, can distinguish the negotiation from selling and learn an effective convincing tool

Module # 2 : Negotiating Preparation

- Trust : Basic element of effective negotiation
- Power of Negotiation
- Chips for better change of success
- Preparing the Settlement Range
- *Objective* : Participants will learn the importance of preparation, and understand that the power of negotiation comes mainly from planning stage.

Module # 3 : Battlefield Negotiation

- Six stages of Negotiation
 - * Greeting & Information Gathering
 - Probing & Listening Skills
 - * Persuasion
 - * Handling Objection
 - * Bargaining
 - * Making concession
 - * Conclusion
- *Objective* : The participants will learn the importance of being flexible as what is planned in preparation stage might not what really happens in the real negotiating situation and understand the 6 stages of negotiation.

Module # 4 : Tactics in Negotiation

- Why do you need to know them ?
- How to avoid being a victim of these tricks ?
- *Objective* : The participants will learn about the tricks commonly used in negotiating situations and also the countermeasures to deal with these situations. The purpose of this part is not to teach the tricks but to make sure the participants are fully aware of these tricks and not falling into the traps

Module # 5 : Communication Style – A neglected important element

- Discover your own communicating style
- Read others and adjust to meet their communicating expectations
- *Objective : Participants will discover their own strengths & weaknesses in communication through DISC concept, learn how to identify others and adjust the communication style to match with the other negotiating person(s). Additionally, the participants will learn and practice listening & probing skills in order to be able to apply it in the real negotiating situation(s).*