

Workshop Title	Sales Objections and Negotiation Skills Workshop
Workshop Duration	2 Days
Workshop Description	<p>The Handling Sales Objections and Negotiation Skills workshop is specially designed to equip sales professionals with the necessary knowledge and skills for effectively manage objections and negotiations. It seeks to exposes participants to the intricacies of understanding objections, the need to handle the objections professionally and assume control of negotiations with new prospects and current customers.</p> <p>The understanding of how the transition of one element to the other will empower the sales professional with a heightened knowledge on how to best gain control of these two challenging areas resulting in a Win-Win outcome. Subsequently creating a positive and memorable buying experience which induces customers to want to buy again.</p>
Who Should Attend?	<ul style="list-style-type: none"> • Sales Professionals • Sales Team Leaders • Sales Managers
Workshop Learning Objectives	<ul style="list-style-type: none"> • Examine the nature of objections; • As a sales professional, how to avoid giving reasons to the customer to create objections; • Unraveling the customers buying thought process leading to objections; • Managing objections professionally creating repeat customers; • Understanding what is negotiation and the purpose of negotiation; • Grasping the mindset of effective negotiations; • Understanding the importance of planning and strategizing for effective negotiations; • Learning the various stages in the negotiation process; • Applying the various techniques available in a negotiations; • Dissecting the body language of negotiators.
Workshop Outlines	<p>Module 1: The Importance of Objections in Sales</p> <ul style="list-style-type: none"> • Why do People Object • The Buyer’s Thought Cycle – The Development of Objections • Creating a Memorable Buying Experience with Objections

	<p>Module 2: Understanding Objections</p> <ul style="list-style-type: none"> • Who Uses the Different Types of Objections • The 10 Types of Objections • Creating the Sales Professionals Objection Guide <p>Module 3: Managing Objections</p> <ul style="list-style-type: none"> • Professional Language in Responding Objections • Objection Handling: The Listen, Acknowledge, Enquire, Respond and Confirm method • Conditioning Self to Handle Any Objection Habitually <p>Module 4: Prelude to Negotiation</p> <ul style="list-style-type: none"> • The Basics and Initial Stances of a Negotiator • Developing a Negotiation Strategy to Enhance Your Position • Creating the Negotiation Brief to Support Your Arguments <p>Module 5: The Negotiation Stages</p> <ul style="list-style-type: none"> • The 6 Stages of Negotiation: Setting the Stage, Drawing the Curtain, Powerful Opening, Communicate and Understand Needs, Assessment of Strategies, Agreement to Close • Using the 8 Leverages of Power in a Sales Negotiation • Using and Countering with the 12 key Negotiation Techniques <p>Module 6: Closing and Post-Negotiation Stages</p> <ul style="list-style-type: none"> • Understanding How to Summarize and Develop a Conclusion • Continuous Follow-Up and Creating Action Oriented Activities • To Follow or Not - Assessing the Viability of a Negotiation
<p>Training Methodology</p>	<p>The training methodology will include short high impact lectures, extensive role-plays, exciting games, thought provoking activities, presentations, discussions, idea sharing with continuous evaluation and real-time feedback from the facilitator.</p>