

# Negotiation Skills- Creating & Retaining Customer

## Introduction

In the business arena, we negotiation is define as getting others to reach an agreement or come to terms with us. A successful sales negotiator will reap many benefits from getting new customers to forging new business alliance through successful contract negotiations. Therefore, the more skillful negotiator will always have an upper hand in any business dealings.

Are you ready and prepared to negotiate? Can you enlarge the pie before it is divided between you and the other party?

This course is designed to enable a salesperson to negotiate successfully with their potential or existing clients. In this course, they will learn first to develop an irresistible offer and then to close the sales, focusing on negotiating a win-win terms with their customers.



## Key Learning Outcomes

By the end of the course, participants should be able to:

- Define a successful sales negotiation.
- Develop an irresistible offer using their product/service unique selling points.
- Differentiate between principled versus positional negotiations.
- Use the 4 step negotiation process.
- Understand and use the 5 different negotiation tactics.

## Duration

2 Days

## Target Participants

Sales, Customer Service, and Marketing Executives

\*For the complete course content and quotation, please reach out to us at  
info@irs-training.com or kavitha@irs-training.com .