

# Why Buy?

## High spots

- Learn how to resist pressure and maintain your profit margins
- Practice negotiation skills and achieve great results
- Using numbers confidently to support your case

*“Very useful course - looking forward to using the skills in real negotiations.”*

*“It helped me understand that the circumstances surrounding the buyer’s viewpoint are very different to the supplier’s view.”*

*“An informative and useful course. Thoroughly recommended.”*

## To book or find out more:

**t: 0845 072 0144**

**e: [info@tack.co.uk](mailto:info@tack.co.uk)**



**Developing People > Advancing Business**

## Negotiating Skills

Win the deal and keep your profit in all business climates

**Duration: 2 days    Fee: £990 + VAT**

### Business and personal benefit

The ability to negotiate well is an absolute necessity. Anyone can strike a deal by conceding, but in today’s market you can’t afford such a tactic. Change the game and turn the typical positional negotiation into a co-operative discussion. Even the toughest procurement specialists will want to do business with you again and you’ll keep your margins.

This course offers the latest methodologies and coaching from seasoned negotiators. You’ll also receive unique insight into how buyers think and behave.

### Target audience

Anyone who is involved in commercial negotiation will benefit – Key Account Managers, Salespeople, Sales Managers. Although originally designed for sellers, many buyers have attended this training and found it particularly valuable!

### Objectives

You will leave the course:

- Understanding the psychology and process of negotiation
- Knowing how to prepare and commence a negotiation
- Able to trade ‘variables’ and concessions profitably
- Able to react positively and confidently to the strategies and tactics used by the other party
- Able to achieve win/win and maintain good relationships

### Before, during & after your programme

You’ll receive support at every stage to maximise your investment and bring your learning to life:

- Pre and de-brief calls to establish goals and assess progress
- One to one input from your TACK consultant as group sizes are limited for maximum personal benefit
- All TACK programmes are interactive in style. We believe in ‘learning by doing’ to ensure your learning experience is 100% relevant to ‘real life’ situations
- Comprehensive materials including workbook and Personal Action Plan
- TACK Tips – SMS messages designed to inspire, motivate and reinforce key learning points!

## Module

## Learning points

## Outcomes

After this module you will...

### Negotiation scenario

- Barriers to effective negotiation
- The importance of planning
- Emotion and competitiveness

- Recognise your existing attitudes towards negotiation
- Understand the implications (negative and positive) of your attitudes on negotiation outcomes

### Defining negotiation

- The negotiation process
- Requirements for success
- Achieving win/win

- Prepare fully for negotiations
- Apply the right behaviours before, during and after negotiation
- Negotiate 'co-operatively' for mutual benefit

### Negotiation case study

- Applying the theory in practice
- Objective review of performance
- Identifying your strengths

- Understand and apply best practice
- Identify typical 'buyer behaviours'
- Avoid common pitfalls

### The psychology of negotiation

- Stand point vs. Aspiration
- Motivators which drive behaviours
- The importance of your opening position

- Understand what is important to the other person
- Provide greater movement and flexibility for both parties
- Commence the negotiation credibly

### Negotiation variables

- What is fixed and what can change?
- Cost/benefit calculations
- Working areas of common interest

- Obtain valuable concessions
- Define clear limits
- Create value for the other party at minimum cost to yourself

### Applying variables in practice

- Fixed and variable elements in your own company's offer
- Using high value/low cost concessions with your customers

- Have a personalised strategy for all future negotiations
- Create a plan of action to share and check with your management

### Negotiation 'power'

- What is 'power' in negotiation?
- The sources of power available to you
- How best to use power

- Prepare in a way which maximises your power
- Understand the most effective sources of 'leverage' available to you
- Know how and when to use them

<b>Module</b>	<b>Learning points</b>	<b>Outcomes</b> After this module you will...
<b>Commercial negotiation role play</b>	<ul style="list-style-type: none"> <li>- Professional preparation</li> <li>- Financial implications of different variables/concessions</li> </ul>	<ul style="list-style-type: none"> <li>- Calculate the cost and value of concessions</li> <li>- Focus on profitability and cash flow</li> <li>- Realise that you may have more power than you thought!</li> </ul>
<b>Financial aspects of negotiation</b>	<ul style="list-style-type: none"> <li>- Fixed costs and variable costs</li> <li>- The 'bottom line' effect of discounts</li> <li>- How to handle price negotiation</li> </ul>	<ul style="list-style-type: none"> <li>- Understand the financial impact on your company of your negotiations</li> <li>- Know when to discuss price</li> <li>- Calculate and set your price limits (and other financials)</li> </ul>
<b>Negotiation styles</b>	<ul style="list-style-type: none"> <li>- Analysing your own negotiation style</li> <li>- The advantages and disadvantages of the different styles</li> </ul>	<ul style="list-style-type: none"> <li>- Understand your own personal style and how and when to flex it</li> <li>- Recognise the other person's negotiation style and allow for it</li> </ul>
<b>Negotiation tactics</b>	<ul style="list-style-type: none"> <li>- The tactics used by customers</li> <li>- How to recognise them</li> <li>- How to counter them</li> </ul>	<ul style="list-style-type: none"> <li>- Identify the tactics being used on you</li> <li>- Understand your own personal 'hot buttons'</li> <li>- Respond positively to the most common tactics</li> </ul>
<b>Avoiding stalemate</b>	<ul style="list-style-type: none"> <li>- Causes of stalemate</li> <li>- Taking avoiding action</li> <li>- Giving the other party a chance to 'back down' without losing face</li> <li>- Possible actions to generate movement</li> </ul>	<ul style="list-style-type: none"> <li>- Always be able to keep the door open</li> <li>- Retain a personal relationship for the future</li> </ul>
<b>Fallback planning</b>	<ul style="list-style-type: none"> <li>- 'Best Other Alternative Today'</li> <li>- Contingency planning</li> </ul>	<ul style="list-style-type: none"> <li>- Always enter negotiations with an acceptable 'reserve position'</li> <li>- Use creativity to increase your options</li> </ul>
<b>Commercial group negotiation</b>	<ul style="list-style-type: none"> <li>- Planning and preparation</li> <li>- Negotiating as a group</li> <li>- Anticipating the other party's demands</li> <li>- Achieving win/win outcomes</li> </ul>	<ul style="list-style-type: none"> <li>- Negotiate with different stakeholders' needs in mind</li> <li>- Move outside expected limits/variables</li> <li>- Use short term negotiation to achieve long term results</li> </ul>

# Why Buy?

## Why open programmes?

With courses ranging from 1-3 days and running regularly across the UK, TACK's open programmes give you access to training and development at a time and place that's convenient to you:

- As well as networking opportunities you'll gain a different perspective from other delegates, their companies, sectors and experiences
- You can be more open and self-critical amongst strangers
- The right programme can be selected to address individual development needs
- Training one or two people at a time spreads your investment
- Departmental work schedules are less likely to be disrupted
- TACK handles all the administration

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# Negotiating Skills

## Supporting your career development

Whatever route you take in your sales career, we're on hand to provide support and access to a programme that is specific to your needs.

To support your broader management, leadership and personal development needs, please contact us for more information on our complete range of open programmes.

Leadership	Strategic Sales Management Field Sales Management 2 Field Sales Management	
Developing roles	Managing Channel Partners Marketing Essentials Key Account Management	
Developing skills	Financial Understanding for Sales Professionals Solution Selling <b>Negotiating Skills</b> Presentation Skills	
Foundation	PRO-PAYBACK Selling® in Action	
	PRO-PAYBACK Selling®	PRO-PAYBACK Selling® Blended
	Professional Telephone Selling	
Introducing sales	Appointment Making	Sales for Non-Salespeople

## The TACK difference

- Accredited Centre for sales and sales management qualifications from The Institute of Sales & Marketing Management
- Winner of the Sales Trainer of the Year at the British Excellence in Sales and Marketing awards in 2008
- The only training company to have won two National Training Awards for sales training
- First training company to achieve ISO 9001 Quality Assurance, continuously maintained since 1992
- First training company to achieve Investors in People accreditation, maintained continuously since 1991
- Leadership & management programmes endorsed by The Institute of Leadership and Management
- Training designed and delivered in 45 countries and 25 languages

