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# Sales Negotiation Skills: Bargaining/Agreement & Collaborate to Win

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Whether you like or dislike bargaining, it's a natural and integral part of any negotiation. Bargaining becomes easier when you have conducted effective research and analysis and presented alternatives and value that target the objectives of the other side.

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In this seminar, you will learn to identify ideal, realistic, and fallback positions for both parties, so you will know the scope of your negotiation points. You will analyze classic negotiations tactics to determine which tactics you could apply and how to respond to tactics from the other side. You will address four principles to manage your reactions, before taking the last steps to finalize a win-win agreement.

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Analysis of the stakes is necessary for preparing a strategy that aligns your counterpart's needs with your own objectives. By doing so, you can avoid confrontation and instead, engage in a collaborative conversation to arrive at a solution that is mutually beneficial. Everyone's happy!

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You will learn to build rapport by analyzing the actions, needs and agendas of all parties. Apply effective strategies for presenting alternatives, bargaining, and finalizing agreements so that all parties are satisfied. By doing so, you'll increase the likelihood of future interactions and strengthened partnerships.