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## ***Course Name: Mastering Negotiation Skills in Sales and Marketing***

### **Synopsis**

Negotiation is a critical skill in the world of sales and marketing. It's not just about closing deals; it's about building relationships, understanding needs, and creating win-win solutions. This training program is designed to equip sales and marketing professionals with the necessary skills and strategies to negotiate effectively, ethically, and confidently. Participants will learn how to prepare for negotiations, communicate persuasively, handle objections, and create value for both parties. Through interactive exercises and real-world simulations, participants will enhance their negotiation skills and drive better outcomes in their sales and marketing efforts.

### **What You Will Learn**

Upon completion of this training program, participants will have:

- Understand the principles and stages of negotiation in sales and marketing.
- Apply effective communication techniques to build rapport and handle objections.
- Identify different negotiation styles and select the right strategy for each situation.
- Practice negotiation tactics and counter-tactics to achieve win-win outcomes.
- Maintain professionalism and integrity in negotiations.
- Create value for both parties and secure better deals.
- Develop a personal action plan for applying negotiation skills in their sales and marketing roles.

## Who Should Attend

- Sales Representatives and Managers
- Marketing Managers and Executives

## Prerequisite

N/A

## Course Methodology

- **Interactive Workshops:** Engaging presentations and discussions to introduce key concepts and principles of negotiation.
- **Case Studies:** Analysis of real-world negotiation cases to understand different strategies and their outcomes.
- **Group Activities:** Collaborative exercises to brainstorm negotiation tactics and strategies.
- **Video Analysis:** Review and analysis of negotiation scenes from movies or real-life scenarios to identify effective and ineffective negotiation techniques.
- **Peer Feedback:** Participants provide feedback to each other on their negotiation skills, promoting a supportive learning environment.
- **Q&A Sessions:** Opportunities for participants to ask questions and seek clarification on concepts and strategies.
- **Personal Action Planning:** Participants develop a personal action plan to apply their learning in real-world sales and marketing negotiations.

## Course Duration

2 day(s) - 9am - 5pm

## Course Structure

### Session 1: : Introduction to Negotiation Skills

- Overview of negotiation in sales and marketing
- Importance of negotiation skills in business
- Key concepts and principles of negotiation

### Session 2: Understanding the Negotiation Process

- Stages of negotiation
- Preparation phase: setting objectives and gathering information
- Negotiation phase: tactics and strategies

### Session 3: Communication Skills in Negotiation

- Effective verbal and non-verbal communication
- Active listening techniques
- Asking probing questions

### Session 4: Building Rapport and Relationships

- Importance of rapport in negotiation
- Techniques for building rapport
- Handling difficult situations and personalities

### Session 5: Negotiation Styles and Strategies

- Different negotiation styles (e.g., competitive, collaborative)
- Selecting the right strategy for different situations
- Role-playing exercises to practice strategies

### Session 6: Practice Negotiation Session 1

- Participants are divided into pairs to negotiate a mock sales deal
- Each pair receives feedback from the trainer and peers

### Session 7: Handling Objections and Difficult Situations

- Strategies for handling objections in negotiation
- Dealing with difficult customers or negotiators
- Maintaining professionalism under pressure

### Session 8: Win-Win Negotiation

- Principles of win-win negotiation
- Identifying common ground and mutual benefits
- Creating value for both parties

*Session 9: Negotiation Ethics and Integrity*

- Importance of ethics in negotiation
- Common ethical dilemmas and how to address them
- Case studies and group discussions

*Session 10: Negotiation Tactics and Counter-Tactics*

- Recognizing common negotiation tactics
- Developing counter-tactics
- Role-playing exercises to practice tactics

*Session 11: Practice Negotiation Session 2*

- Participants negotiate a different mock sales deal with new partners
- Focus on applying learned tactics and strategies

*Session 12: Summary and Action Planning*

- Review of key concepts and strategies
- Personal action planning for applying negotiation skills in sales and marketing
- Feedback and closing remarks