



Sales Excellence: Effective Presentation and Negotiation Skills

Date: 25 September 2019

Venue: Blackheath

Address:

Pendoring Office Park, Blackheath
Johannesburg





Sales Excellence: Effective Presentation and Negotiation Skills

Why Choose this Training Course?

We have all experienced good and bad presentations. What is the difference and what must you avoid during your next presentation?

Understand why it is vital to plan your presentations to add impact and implement seven strategies for preparing a sales presentation and mistakes to avoid. Develop your skills to negotiate better with your client and learn the six planning tactics of successful negotiators.

Course Objectives:

- Planning Persuasive Presentations
- Preparing Presentations that Sell
- Presenting with Impact
- Avoiding Mistakes and Anxiety
- Planning Effective Negotiations
- Opening Win-Win Discussions
- Reaching Agreement and Concession Tactics

Who Should you attend:

- Sales Consultants
- Managing Directors
- Directors
- Account Executives
- Account Managers
- Sales Managers
- Consultants in the Retail Industry
- Call Centre Agents

FACILITIES FOR PARTICIPANTS

- Comprehensive Training Material
- Certificate of Attendance
- Stationeries: (Pen and Writing Pad)
- Training Room with Full AC Facilities and multimedia
- Subject matter expert facilitators who are qualified and accredited.
- Post assessment and feedback forms will be completed by the delegates at the end of training to ensure that training needs were met.
- The training takes place in a classroom environment using technology or online with virtual facilitation and coaching.
- Kindly bring own laptop

INVESTMENT

R 3, 750.00 Per Delegate (Exl. Vat)

NB: You will receive a 10% discount for bringing more than 5 delegates, and training will be held at your office for bookings of 5 or more people.





COURSE CONTENT

MODULE 1

Planning Persuasive Presentations

- Apply the four P's of persuasive presentations, understand the new language in sales, implement the three V's of communication, build communication congruency, know how to build trust, demonstrate how to use "trouble" in selling, organize presentations with the three T's, apply strategic steps for planning persuasive presentations, and explain the advantages of planning an approach.
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MODULE 3

Practicing for Perfect Delivery

- Apply five guidelines for practicing your craft, know how to make six minor adjustments that can make a major difference, and implement five strategies to coach your mindset
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MODULE 5

Avoiding Mistakes and Rx for Anxiety

- Know how to avoid the ten biggest presentation mistakes and implement nine prescriptions for managing anxiety
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MODULE 7

Planning Effective Negotiations

- Answer six types of questions before entering negotiations, apply six strategies for increasing your currency power, implement six planning tactics of successful negotiators, and adopt ten behaviours of effective negotiators.
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MODULE 9

Exploring Win-Win Alternatives, Price Limits and Gambits

- Explore alternatives by implementing eight win-win strategies, determine buyer price limits, pinpoint underlying needs, ask exploration questions, reduce conflict gaps, uncover buyer price limits, deal with price limitations, and apply 12 strategies for working defensively with "offensive" buyer gambits
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MODULE 2

Preparing Presentations that Sell

- Implement seven strategies for preparing a sales presentation, know the four parts of a "Presentation Body," brainstorm ideas to generate content, prepare details of your presentation, create and illustrate supporting points, implement three ways to increase your presentation's persuasion influence, prepare powerful introductions, transitions, overviews, summaries, compelling openers, know how to manage collateral material before, during and after a presentation, apply guidelines for preparing an "Elevator Speech".
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MODULE 4

Presenting with Impact

- Understand the ambiguous meaning of messages, know how to present an organized program, apply four ways to present with vocal impact, employ five strategies to increase your visual impact, know the do's and don'ts of using gestures, apply five guidelines for presenting an effective impromptu speech, and understand how to close your program with impact
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MODULE 6

Introduction to Negotiating and Strategy

- Understand opportunities for negotiation, know optimal conditions for negotiating, define negotiation, identify the difference between strategy and tactics, explain the difference between negotiation and conflict, apply five conflict management strategies, implement two powerful negotiation strategies—collaboration and compromise.
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MODULE 8

Opening Win-Win Discussions

- Know the three steps for opening a discussion, understand how to build high trust, select appropriate words for building positive relationships, understand the pitfalls of positional bargaining, discuss how to work with collaborative bundled negotiations.
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MODULE 10

Reaching Agreement and Concession Tactics

- Apply four steps for reaching agreement, implement 10 suggestions on working with concessions, understand key components to the agreement, test your understanding of prime and alternative currencies.

THE CERTIFICATE

Chart Learning Solutions Certificate of Attendance for delegates who attend and complete the course

DURATION OF THE COURSE

One Day



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Please do not hesitate to contact us on:

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