

Negotiating Skills

Workshop Purpose:

This workshop aims to provide participants with the skills and tools to avoid concessions, reach swiftly agreed conclusions and sustain good relationships with customers and/or suppliers.



Workshop Outcomes:

On completion of this workshop participants will be able to:

- Understand the differences and relationship between selling and negotiating
- Prepare and plan in a structured way
- Develop strategies and tactics to manage the movement of the negotiation to a desired outcome
- Understand where power comes from in negotiations and develop bargaining strategies that will bring about the best outcome

Who should attend:

Any person involved in advanced sales negotiations.

Duration:

2-day workshop

For a minimum of 8 to a *maximum of 16* participants.

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