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# **NEGOTIATING GOOD BUSINESS**

## **Competence Development for Business Success**



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### Outline

A sale is only successful when the negotiating phase is complete. Negotiation takes place frequently both with our customers and internally within the company. In actual fact, we are negotiating for agreement in some form almost every day of our lives. This workshop examines the forces and attitudes that come into play in negotiating situations and suggests ways in which a successful conclusion can be reached.

### Objectives

After attending this program, delegates will have learned and practiced the most important ground-rules for structuring and completing a successful negotiation.

### Who Should Attend?

The Target group for this program consists primarily of all pre and post sales staff who will be conducting negotiations with customers and suppliers. Staff conducting internal negotiations between organisations would also benefit. Often it is found that a mix of staff disciplines including sales, marketing, finance, technical and project management, etc. contributes to a very vibrant workshop.

### Duration

2-days

### Methodology

The program is highly interactive with a number of role plays included so that delegates may practice negotiating in various controlled scenarios. Realistic dialogues are used to reinforce example situations between buyers and sellers.

### General Contents

- ◆ **Business Negotiations**
  - An example of negotiating
  - Differences between Selling and Negotiating
  - Don't invite negotiation
  - Ways of reaching agreement
  - Qualities of a good negotiator
  - The late hit
  - Giving away profits to problem customers
  - Negotiating the Debt
  - Negotiating Role-play - Old inventory
  - Summary
- ◆ **Structure and Tactics**
  - Structure of a Negotiation
  - Phases in a Negotiation
  - Discussion Point
  - Self-Assessment “How well do you negotiate?”
- ◆ **People and Business Issues**
  - Negotiating Variables
  - How well prepared are you?
  - Discussion Points
- ◆ **Negotiating Tactics Competition**
  - Role-plays

### PROGRAM FEES

Service Pulse is pleased to offer a discount schedule which increases with the number of delegates from the same organisation. Contract clients and members of AFSMI and Dockan Park are eligible for special rates and/or benefits in addition to those stated. Contact us for a separate offers for five or more delegates or for exclusive, in-house workshops and programs.

No Delegates (Discount per person)	1 (0%)	2 (5%)	3 (10%)	4 (15%)	5 (20%)
<b>2-day course - fee per person</b>	<b>10 900</b>	<b>10 355</b>	<b>9 810</b>	<b>9 265</b>	<b>8 720</b>

*(All fees are in Swedish Crowns, SEK)*

The above prices are valid with reservations for change or printing errors. The fees include all course and reference materials, coffees and lunches in direct association with the course. All fees are subject to the applicable rate of VAT. Invoices must be paid prior to joining the course.

### OUR PROGRAM LEADERS

Service Pulse's program leaders are all internationally recognised experts in their field, with many years' practical field experience. This ensures our programs are enriched with anecdotal advice and skills from the real world. All leaders have held director level positions or above in international blue-chip companies enabling a breadth, depth and quality of dialogue and knowledge transfer to all delegates, from new recruits to senior managers. In their capacity as industry experts, several also teach at university level.

### CUSTOMISATION

In the event your organisation requires specific, in-house training solutions, our programs can be adapted and/or expanded to meet your specific needs. You have full control over, for example, the learning objectives and duration of any program, including the delivery format such as, formal training, interactive seminars, workshops, problem-solving, focus groups and one-on-one or group coaching, etc.

### REGISTRATION

Please register via our website at [www.spulse.com](http://www.spulse.com) or via e-mail to [register@spulse.com](mailto:register@spulse.com). Your registration must include: Course name, ordered by name, order reference or number, invoice address the names, email addresses and telephone numbers of all delegates. Please also include any special requirements such as diet or special facilities, etc.

Registrations will be confirmed by e-mail. Joining instructions will be sent by e-mail to all delegates.

### PRACTICAL INFORMATION, GENERAL TERMS AND CONDITIONS

**Fees:** Published fees may be subject to change at the sole discretion of Service Pulse. We also reserve the right to adjust prices incorrectly published. Course fees include all course materials, coffees and lunch in connection with course delivery. All fees are exclusive of VAT, which shall be charges at the applicable rate at the time of invoicing. Fees are invoiced prior to the commencement of each course.

**Cancellations:** Service Pulse adheres to the guidelines provided by Utbildningsföretagens in Sweden: Cancellations 2-4 weeks prior to course commencement are subject to a 50% charge; later cancellations and non-appearance are charged in full. Registrations may be transferred to alternative delegates from the same company. Eligibility for membership-based discount facilities may be affected.

**Rescheduling:** Service Pulse reserves the right to cancel or re-schedule planned courses. In this event, all fees paid shall be refunded. No other reimbursement shall be entertained.

**Certificate:** Delegates that complete the full course without any absence shall receive a certificate of attendance.



**COMPETENCE DEVELOPMENT PROGRAMS FROM SERVICE PULSE**

All of our programs are ideally suited for in-house, company-exclusive events in standard or customised versions. Several are also available as open training courses, scheduled several times per year. For more details about our current schedule, please visit our website at [www.spulse.com](http://www.spulse.com).

Our current portfolio of training programs includes:

- ◆ Account Planning
- ◆ Competitor Review and Analysis
- ◆ Finance for Non-Financial Service Managers and Staff
- ◆ Negotiating Good Business
- ◆ Outsourcing - Win-Win For Buyers and Vendors
- ◆ Sales Campaign Planning
- ◆ Sales Management
- ◆ Selling Services and Solutions
- ◆ Service and Serviceability Planning
- ◆ Service Marketing - Foundation Program
- ◆ Service Marketing - Advanced Program
- ◆ Service Marketing and Selling - Foundation Program
- ◆ Services Design
- ◆ Service Excellence and Customer Orientation
- ◆ Succeeding With Change
- ◆ Technology Services Management
- ◆ Writing Winning Business Proposals



Please visit our website at [www.spulse.com](http://www.spulse.com) under “Education” for further details of each program.

**ADDITIONAL COMPETENCE DEVELOPMENT SERVICES**

**TRAINING AUDITS:** Service Pulse provides training audits and standardised personnel development plans.

**BESPOKE TRAINING PROGRAM DEVELOPMENT:** Given our direct access to industry and academic expertise, Service Pulse can also provide highly qualified services for the design, development and delivery of bespoke programs and courses in accordance with your specific requirements.

**SEMINARS AND EVENTS:** Our team of highly qualified experts are acknowledge thought-leaders and are frequently invited to speak at seminars, conferences and events throughout the world.

**MENTORING AND COACHING:** Service Pulse provides one-on-one and group mentoring services, normally on a service contract basis.

**ENQUIRIES**

Should you require further information, please contact us at

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 e-post: [info@spulse.com](mailto:info@spulse.com)