



ESSENTIAL SELLING AND NEGOTIATION SKILLS

Facilitated by Nabil Kalu

Overview

Negotiations are all around us. From negotiating an important sales opportunity to negotiating with your kids at bedtime, we're constantly working to reach to an agreement with others. In our Sales Negotiation program—featuring the 6 Essential Rules of Sales Negotiation—participants will learn how to negotiate the best solutions, win sales, and enhance the strength of their relationships along the way. The program helps salespeople negotiate the best deals, shorten sales cycles, and improve close rates.

AFTER THIS WORKSHOP, YOU WILL:

- Sell the value of your solutions and reduce price pushback
- Lead masterful sales negotiations that lead to win-win solutions for you and your customers
- Respond to objections in a way that moves the buyer closer to the close
- Win against lower-priced competitors
- Anticipate and address buyer objections before they come up
- Avoid critical mistakes in the negotiation process that kill credibility and the sale
- Deal with customers who are just trying to get concessions

WHO MUST ATTEND?

The program is ideal for salespeople, sales support executives, as well as potential candidates for sales positions who want to build and revitalize their existing selling skills.

Program Outline

NEGOTIATION METHOD

- How to prepare for a negotiation, even if you only have an hour
- Understanding and developing negotiation objectives
- How to uncover a buyer's requirements
- How to build value for the buyer by expanding possibilities
- How to uncover and plan for alternatives to agreement, both for the seller and the buyer

SKILLS FOR NEGOTIATION SUCCESS

- Negotiation styles—how to recognize your own and identify and work with the buyer's style
- The 14 common (and potentially manipulative) buyer tactics and how to counter them
- How to lead the negotiation and set the agenda
- Learning to trade and not cave
- Planning and implementing creative strategies to come to an agreement
- Knowing when to walk away from a negotiation
- How to understand and deal with power and leverage in a negotiation

PROGRAM INVESTMENT

PKR 15,500/- + sales tax

per participant

(PST Lahore 16% or SST Karachi 13%)

- Register 4 delegates and 5th delegate attends for **FREE**
- The program fee covers program facilitation, course materials, refreshments, lunch and certificate of participation

NEGOTIATION TIPS FOR DIFFERENT PERSONAS

- The 6 buyer personas and how to identify each
- How to approach and negotiate with each buyer's persona
- What not to do with different personas that can derail the negotiation

MANAGING EMOTIONS IN NEGOTIATION

- How to connect with the buyer and engage them in the negotiation
- Controlling your own emotions and managing the buyer's

NEGOTIATION DOS AND DON'TS

- How to handle tough negotiators
- How to overcome impasses
- Overcoming common negotiation mistakes

CONTACT US

For registration and queries regarding “**Essential Selling & Negotiation Skills**” program, contact:

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BRING **ESSENTIAL SELLING & NEGOTIATION SKILLS** IN-HOUSE
Contact **Nabil Kalu** at nabil.k@learningmindsgroup.com or 0345-3340600

COURSE FACILITATOR

NABIL KALU

Senior Consultant and Trainer



Nabil is a Trainer & Senior Consultant at Learning Minds Group. He is a Certified Trainer for Business Edge Program by World Bank IFC and is also rigorously trained by Sohail Zindani's Train the Trainer Bootcamp.

Having a Decade of Management Experience, he fulfills the role of being a coach & leads the team in different aspects, be it sales, communication, presenting, or reporting.

Nabil is a dynamic, experienced, and versatile trainer. He brings a blend of energy, creativity, imagination, and humility to his trainings. He is a dedicated and well-versed facilitator who inspires positive results in a practical manner with clients.

He has the ability to engage and interact with his audience on a personal level. He tends to create an individual connection with each participant and discuss their progress with them and provide guidance. Nabil makes an extra effort to be connected with the participants even after the training to see the impact created and what he can do to help them excel further.

His academic background in Engineering and Business Administration gives him a solid edge in terms of understanding clients' business challenges and grass root operation with precision and clarity.

AREAS OF EXPERTISE

- Essential Managerial Skills
- Selling Skills
- Negotiation Skills
- Business Communication Skills
- Relationship Management Program

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