

# Effective Sales Negotiation

## Course Objective

- Understand the important principles and techniques of negotiation
- Develop own negotiation checklist using the negotiation framework
- Create value proposition for better negotiation power
- Achieve a win-win negotiation outcome

## Target Audience

Every Sales Professionals who wants to improve their negotiation power.

## Course Outline

### ➤ Understanding Negotiation

- Are you making the 5 most common negotiation mistakes?
- Understanding the negotiation framework

### ➤ Preparing For Successful Negotiation

- Developing negotiation checklist
- Creating value proposition through research and analysis

### ➤ Deploying Negotiation Strategies

- Understanding human psychology
- Applying effective negotiation strategies and techniques

### ➤ Conducting Negotiation

- Creating right atmosphere and understanding customer's needs
- Managing customer's requests and overcoming customer objections

### ➤ Achieving Win-Win Outcome

- Finalizing the details of the sales contract
- Gaining customer commitment and achieving win-win outcome

## Methodology

The workshop is designed to deliver maximum result through experiential learning, case studies, group discussions, video, self-reflection and translation into actual action plan that can be applied immediately at work.

Please refer to SNEF website for available dates

Duration : 1 days, 9am to 5pm (7 hours)

Course Venue : SNEF Corporate Learning Centre @ Tanglin

**Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)**

Click on 'Training' and Course Category '**Marketing & Sales**'

## Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Member	\$267.50
Non-member	\$374.50

Companies will be invoiced the full course fee. To enjoy the training grant of \$14 per participant, companies are to submit training grant application and claim via [www.skillsconnect.gov.sg](http://www.skillsconnect.gov.sg). The training grant will be reimbursed to companies by SSG.

## Funding Eligibility

In order to enjoy the funding, participants need to fulfill the following requirements:

1. Training is fully sponsored by companies, which are registered or incorporated in Singapore
2. Singapore Citizens or Permanent Residents (PR) of Singapore
3. Attain at least 75% course attendance
4. Has not enjoyed funding for the same course before

## Trainer

Koh Thong Joo is a business practitioner with more than 20 years of industry experience working in MNC; Statutory Board; SME; Public Listed Company and Corporate Training. During his career, he has spearheaded various portfolios including sales & marketing; business development; strategic planning and corporate training. Thong Joo holds certification in Master of Science (Industrial/Organizational Psychology & HR Management) by City University of New York; Advanced Certificate in Training and Assessment (ACTA); Certificate of Business Chinese; Certified Practitioner Of Neuro-Linguistic Programming® (NLP); Certification as a Human Behavior Analyst (DISC Profiling); Silva Method; and Business Coaching. He specializes in providing training in the area of sales; managerial and leadership skills; applied psychology; presentation skills; creative problem solving and service excellence. He has conducted numerous training in Singapore, Malaysia, Brunei and China.

## Enquiries:

Veena Tharmaseelan

DID: 6827 6973

Training hotline: 6827 6927

Email : [veena@snef.org.sg](mailto:veena@snef.org.sg)