

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
 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 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.

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