

# SALES NEGOTIATION WORKSHOP



ASHER  
GLOBAL LEADERS IN GROWTH STRATEGIES.

## Sales Negotiation Workshop

*Increase your organization's ability to capture more business, build long-term relationships and increase profits!*

The Sales Negotiation Workshop presents the best of the best negotiation techniques in a concentrated one-day course. This seminar emphasizes a six-step process that empowers you with the tools and tactics to be successful in negotiations.

### SALES NEGOTIATION WORKSHOP IS AVAILABLE TO:

- **Private** — private corporations on a flat-fee basis
- **Semi-Private** — groups from multiple companies with a per attendee fee
- **Public** — individuals through our open-enrollment seminars

### WHAT OTHERS ARE SAYING ABOUT THE SALES NEGOTIATION WORKSHOP

"The step-by-step breakdown of the material made it easy to grasp the concepts. I took away valuable information I will use in my business as well as my personal life."

— Mike Morris, Manager, Wyattfield Services

For more information or to  
enroll in an upcoming  
**SALES NEGOTIATION WORKSHOP**  
CALL (877) 238-3386



### TOPICS COVERED:

- **Preparation for the Negotiation Session**
  - » The Importance of BATNA
  - » Interests and Positions
  - » Power and Leverage
- **Relationship Building**
  - » The Importance of Building a Relationship With the Other Side
- **Finding the Basis for an Initial Proposal**
  - » Asking Questions
  - » Non-Verbal Cues
  - » Buyer Tactics
- **Making the Proposal**
  - » Opening Proposals
  - » Bracketing Prices
  - » Presentations
- **Bargaining Principles & Tactics**
  - » Concessions
  - » Price Issues
  - » Stalled Negotiations
  - » Unethical Practices
- **Finalizing the Agreement**
  - » Gaining Commitment
  - » Ending the Session
- **15-Step Sales Negotiation Check List**