

Professional Selling – Module 3

Negotiating Winning Solutions



Certificate No 5040



Negotiating Winning Solutions

Negotiating Winning Solutions is a two day programme in which participants discover a powerful three step negotiation process designed to deliver '**Winning Solutions**'. This immersive programme provides participants with opportunity to learn and test new skills in a challenging and interactive environment.

Negotiating Winning Solutions is endorsed by the **Institute of Sales & Marketing Management (ISMM)**. Participants attending the programme have the opportunity to earn a certificate from the Institute.

The programme features a combination of presentation, debate, practical exercises and role play. Plus it provides participants with the opportunity to test their skills through TLSA's **Negotiating Winning Solutions** computer based business simulation.

This document provides you with:

- **Programme Information**
- **An Agenda**
- **A Summary of Content**

A Winning Solution gives all parties the confidence to do business with each other again!

A Winning Solution is seen as a win by all parties in the negotiation process

Negotiating Winning Solutions – Programme Information

Who is the programme for?

Negotiating Winning Solutions is designed for sales people, account managers, directors and business owners who want to develop Business to Business negotiation skills that deliver winning solutions.

2. What are the programme objectives?

Negotiating Winning Solutions has been designed to help participants achieve the following objectives:

1. Understand the qualities of a professional '**Business to Business**' negotiator
2. Implement a unique three step negotiating process based on Investigation, Tactics and Closure
3. Recognise when to use **10 Negotiating Tactics**
4. Understand how people behave when they negotiate
5. Develop Negotiation Skills and test these skills through the '**Negotiating Winning Solutions**' computer simulation.
6. Complete a field project to earn certification by the ISMM and TLSA.

3. How is the programme structured?

This programme structure consists of:

- **Workshop** – a two day workshop, the contents of which are detailed in this document.
- **Field Project** – on completion of the workshop, you will be challenged to implement the content with an account, or accounts, of your choice.
- **Accreditation** – on completion of the field project, you will be required to submit the results to TLSA who will assess your work. If you achieve the required results you will receive a TLSA accreditation which is endorsed by the Institute of Sales & Marketing Management, '**The ISMM**'.

4. What training materials are provided?

All participants receive a copy of the '**Negotiating Winning Solutions**' manual, which is a thorough and effective resource.

In addition participants have the opportunity to test their learning using the '**Negotiating Winning Solutions**' computer simulation.

This is a unique approach to training that allows participants to test new learning. The simulation creates an engaging and competitive environment in which participants discover the impact that their decisions have on people and performance.

Negotiating Winning Solutions – Programme Information

5. How is the Programme Delivered

The programme can be delivered by a TLSA Consultant or by your own training team. The choice is yours:

- **TLSA Consultant** – one of our team will deliver the programme at your chosen venue. Usually the consultant will visit you ahead of the programme to gain an understanding of your business, your people and your needs.

One of the USP's of TLSA is the quality of our training consultants. Our proposition is that each member of our team has a minimum of 10 years' experience with a 'blue-chip' organisation in sales, and preferably marketing, at director or senior executive level.

They are people who have proven careers through which they can share experiences and ideas with participants. We do not use textbook trainers.

- **Your Training Team** – if you have your own training team **Negotiating Winning Solutions** can be delivered under licence by your people.

We provide you with:

- **Materials**; electronic copies of all programme notes, and handouts
- **Simulation**; access to the **Negotiating Winning Solutions** business simulation
- **Trainer Pack**; including a training guide, notes and PowerPoint slides.

6. Where is the programme held?

We leave choice of venue to you. You may wish to arrange a hotel, conference centre or have facilities at your own offices.

Next Steps

If you would like more information or to place an order, then please contact us on:

- **Telephone** – please contact our sales office on:
- **UK 0845 600 1556**
- **Outside UK 0044 (0) 1428 658867**
- **E-mail** – send us details of your requirements at sales@tlsa.co.uk

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Negotiating Winning Solutions - Agenda

Day 1: Open 9-00 a.m.	Day 2: Open 9-00 a.m.
<ul style="list-style-type: none"> • Introduction and Objectives • The Professional Negotiator • Discovering Negotiation • The Three Step Negotiation Process - Summary • The Three Step Negotiation Process – Step 1 Investigation • The Three Step Negotiation Process – Step 2 Tactics 	<ul style="list-style-type: none"> • The Three Step Negotiation Process – Step 3 Closure <ul style="list-style-type: none"> • Planning to Close the Negotiation • People & Pressure • Verbal and Non-Verbal Behaviour • Practical – Team Negotiation Projects
Lunch 1-2 p.m.	Lunch 1-2 p.m.
<ul style="list-style-type: none"> • The Three Step Negotiation Process – Step 2 Tactics • Negotiating Winning Solutions Simulation - Round 1 • Review Day 1 	<ul style="list-style-type: none"> • The Three Step Negotiation Process – Step 3 Closure • Negotiating Winning Solutions Simulation – Round 2 • Brief for Field Project and Certification • Personal Action Plans • Programme Evaluation
Close 5-30 p.m.	Close 4–30 p.m.

Negotiating Winning Solutions – Summary of Content

Module	Summary of Content	Format
Introduction and Objectives	<p>An opening module in which:</p> <ul style="list-style-type: none"> The objectives of the programme will be explained to participants Participants introduce themselves and identify personal objectives and expectations of the programme. 	<ul style="list-style-type: none"> Debate
The Professional Negotiator	<p>In this module participants cover:</p> <ul style="list-style-type: none"> The positive impact of assertive behaviour on the outcomes of negotiations. The negative, and often disastrous, impact of aggressive and passive behaviour on the outcomes of negotiations The skills and qualities of The Professional Negotiator. 	<ul style="list-style-type: none"> Lecture Debate Syndicate exercise
Discovering Negotiation	<p>In this module participants discover</p> <ul style="list-style-type: none"> Where selling stops and negotiation starts in the process of managing a business to business deal Three key objectives, Timing, Achieving a Winning Solution & Structuring the negotiation process What achieving a 'Winning Solution' really means. 	<ul style="list-style-type: none"> Presentations Personal Projects
The Three Step Negotiation Process	<ul style="list-style-type: none"> An introduction and overview of the 'three step' negotiation process 	<ul style="list-style-type: none"> Presentation Syndicates

Negotiating Winning Solutions – Summary of Content

Module	Summary of Content	Format
Three Step - Investigation	<p>In this module participants cover Investigation, the first step in the negotiation process using case studies and role plays. The module covers:</p> <ul style="list-style-type: none"> • Establishing the negotiation positions • Recognising core and non-core issues • Identifying opening moves and no win situations • Setting timetables, agendas and opening moves. <p>Participants are introduced to TLSA's 'Negotiation Summary' which they will be able to use in their day to day roles.</p>	<ul style="list-style-type: none"> • Presentation • Role Plays
Three Step – Tactics	<p>A key module in which participants cover Tactics, the second step in the negotiation process:</p> <ul style="list-style-type: none"> • 10 negotiating tactics • Understanding when and how to use different negotiation tactics • Recognising and managing contra tactics. 	<ul style="list-style-type: none"> • Role Plays
Computer Simulation Round 1	<p>Working in teams of three, participants complete the first round of 'Negotiating Winning Solutions'; a simulation programme that provides participants with the opportunity to test the learning from day 1.</p> <p>The simulation challenges participants to make a series of decisions and provides feedback and a scorecard that measures behaviours and sales performance. The trainer will complete a coaching session utilising the scorecard and feedback on completion of the simulation.</p>	<ul style="list-style-type: none"> • Team Exercise • Role Play

Negotiating Winning Solutions – Summary of Content

Module	Summary of Content	Format
Three Step – Closure	<p>In this module participants test how to Close the negotiation process. This includes:</p> <ul style="list-style-type: none"> • Planning to close the negotiation • Setting a Best Possible and Minimum Acceptable result • Identifying and using a Li-Lo and a Lo-Li • Give-Get negotiation techniques • Recognising and managing different negotiation styles • Managing pressure situations 	<ul style="list-style-type: none"> • Role Play
Computer Simulation Round 2	<p>Working in teams of three, participants complete the second round of the 'Negotiating Winning Solutions' simulation. This provides participants with the opportunity to test the learning from day 2.</p> <p>The trainer will complete a coaching session utilising the scorecard and feedback on completion of the simulation.</p>	<ul style="list-style-type: none"> • Team Exercise • Role Play
Brief for Accreditation	<p>Participants are provided with an accreditation brief that details:</p> <ul style="list-style-type: none"> • What they have to do to achieve the accreditation. • How their presentations or projects will be assessed. 	<ul style="list-style-type: none"> • Presentation
Programme Evaluation	<p>A final module in which participants complete a programme evaluation, the results of which are reported back to the client.</p>	
Personal Action Plans	<p>Throughout the programme participants work on a personal action plan in which they identify how they will integrate the programme content into their personal roles.</p>	