

## 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.

Dates (2020) : 4 August  
 Duration : 1 days, 9am to 5pm (7 hours)  
 Course Venue : Virtual Via Zoom (must have web camera & microphone)

Register online at SNEF website [www.snef.org.sg](http://www.snef.org.sg)  
 Click on 'Training' and Course Category 'SNEFDigital'

### Course Fees

Fees Type	Full Fees (inclusive 7% GST):
Member	\$321.00
Non-member	\$428.00

### 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:

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