

Your employee is interested in learning new skills with AMA. Beyond helping you both achieve your goals, here's why that's an excellent idea.

## AMA Seminars offer your employee:

- **Extensive practice in a supportive environment.** You really can't learn new skills from an app. You need to experience it, practice it, and get personal attention to the details that make a difference. There is simply no substitute for learning by doing.
- **Feedback from experts.** Our instructors are not professors—they are practitioners in the field, focused on what works now in the real world. Participants agree instructors make a difference and have rated our faculty 4.83 out of 5 stars. What's more, your employee will be learning alongside peers from other organizations gaining insight and knowledge from other industries and expanding their professional network.
- **Tools and techniques designed to improve performance.** Our courses are instructionally designed to make a difference in performance, which is why 99% of participants report they are using what they learned back on the job after taking one of our courses.
- **An Experience.** Yes, we know two or three days seems like a lot. But dedicating that time to truly master new skills is worth the time and money. And we're not just saying that--our customers agree: 98% of participants would come back for another course.

Still feel like you can't spare your employee for a training session?  
Take a look at [our live online courses](#) which minimize time away from work.

Either way, remember that we don't lecture—we accelerate performance.

**Need help?** Contact 1-877-566-9441 or visit [www.amanet.org/5535](http://www.amanet.org/5535)

# Strategic Sales Negotiations

**Today's purchasers are more attuned to the "real value" of what they're buying.**

Discover how to influence them and improve your profits! Regain the seller's advantage over today's more sophisticated purchaser with the help of this strategic sales negotiation training. Learn the tools, techniques and savvy sales negotiation tactics that enable you to influence your buyer's perception of cost, value and benefits. Close the sale by maintaining a flexible position that successfully counters your buyer's negotiating moves.

## How You Will Benefit

- Discover through sales negotiation training how to improve sales margins and closing ratios
- Influence how customers view your product's costs, benefits and value to them
- Anticipate buyer behavior and turn it into an advantage
- Establish your credibility with the buyer
- Develop confidence-building skills that maintain your control of sales negotiations
- Be ready to justify your price when meeting price specifications
- Use creative advantages to counter competitive offers

## What You Will Cover

- Understanding the sales negotiation process from both perspectives—yours and the customer's
- Differentiating between selling and negotiating
- Using powerful sales negotiating/planning tools
- Addressing aggressive buyer demands face-to-face
- Developing stronger client relationships through win-win negotiations
- Applying strategies to favorably influence the four primary negotiating styles
- Creating a motivational climate for your buyer

## Who Should Attend

Sales professionals, sales managers, account executives, contract negotiators and anyone involved in negotiation processes and would benefit from this sales negotiation training.

**Note:** Several years of sales experience is recommended.

## Schedule

- [2] days - \$2,095 Non Members
- [2] days - \$1,895 AMA Members
- [2] days - \$1,795 GSA

## Credits

1.2 CEU

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