

STRATEGIC SALES NEGOTIATIONS

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

Seminar #5535

Overview

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.

Schedule

- [2] days

- [2] days - **\$2,095** Non Members
- [2] days - **\$1,895** AMA Members
- [2] days - **\$1,623** GSA

Credits

1.2 CEU

Schedule

We have 7 scheduled sessions located nationwide starting between 6/28/2012 - 1/10/2013

Date	Location	Duration
Jun 28, 2012 - Jun 29, 2012	Chicago, IL	2 Days
Aug 27, 2012 - Aug 28, 2012	New York, NY	2 Days
Sep 27, 2012 - Sep 28, 2012	Chicago, IL	2 Days
Oct 22, 2012 - Oct 23, 2012	Atlanta, GA	2 Days
Nov 5, 2012 - Nov 6, 2012	Chicago, IL	2 Days
Dec 3, 2012 - Dec 4, 2012	Arlington/Washington DC, DC	2 Days
Jan 10, 2013 - Jan 11, 2013	Chicago, IL	2 Days

Registering more than 4 people, please call 1-877-566-9441.

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.

Ways to Register

- [Register Online](#)
- Call 1-877-566-9441 for an AMA Training Consultant
- Email customerservice@amanet.org
- Fax [AMA Text Registration Form](#)
- Mail [AMA Text Registration Form](#)