

# professional selling & negotiation

description	A two-day workshop full of advanced sales and negotiation techniques.
who should attend	<ul style="list-style-type: none"><li>• All people involved in the direct sales process.</li><li>• People needing to improve their sales rates.</li><li>• Those who have to negotiate terms and conditions.</li></ul>
features	<p><b>Sales Skills</b></p> <ul style="list-style-type: none"><li>• fundamental selling skills</li><li>• the main sales psychologies, how and when to use them</li><li>• selling higher quality</li><li>• opening and closing presentations</li><li>• presenting to groups</li><li>• avoiding, pre-handling and overcoming objections</li><li>• beating the competition</li><li>• handling complaints</li><li>• building a positive attitude.</li></ul> <p><b>Special Feature - QUAPMAC</b> One of the most powerful and effective sales and negotiation tools ever introduced to the UK. Easy to use and teach, it combines logic and emotion in perfect balance. A dynamic sales sequence that eliminates the competition. The company whose sales force uses QUAPMAC has an automatic edge on its competitors.</p> <p><b>Negotiation Skills</b></p> <ul style="list-style-type: none"><li>• three fundamentals of being a good negotiator</li><li>• the five basic rules of negotiation</li><li>• getting the other party's buying list</li><li>• understanding aspiration levels</li><li>• preparing negotiation variables</li><li>• what to do and not do during a negotiation process</li><li>• negotiation tactics and how to resist them.</li></ul>
format	Tutorial presentation of ideas, concepts and techniques with full delegate participation. Uses a combination of group discussion, practical business scenario role-plays and technique analysis, to identify how best practice can be applied to improve business results.
benefits	<ul style="list-style-type: none"><li>• More sales closed.</li><li>• Many practical workable sales ideas to adopt.</li><li>• Improved sales and negotiating confidence.</li><li>• Optimum results achieved each day.</li><li>• Increased business results.</li></ul>

## For more details of our consultancy and training support

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visit our web site at [www.a-t.co.uk](http://www.a-t.co.uk)

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