

Effective Negotiating Strategies

Course outline

Provided by: Performance Management Consultants – PMC Training



Reference no. 293-27

Duration 2.00 day(s) | 12:00 hours ¹

Website link <https://pmctraining.com/training/effective-negotiating-strategies/>

Master the strategies to plan, navigate, and close high-value negotiations with confidence.

This 2-day program equips experienced sales professionals with the tools and frameworks to approach negotiations strategically, handle challenges effectively, and drive better outcomes.

Participants will develop a structured approach to preparing, guiding, and closing negotiations while maintaining strong client relationships and profit margins.

Learning outcomes

At the end of this workshop, you will be able to:

- Understand and apply key negotiation principles
- Take a consultative, win-win approach to secure long-term partnerships
- Prepare effectively by defining goals, positions, and concession strategies
- Navigate impasses and uncover client interests to avoid deadlocks
- Conduct real-world negotiation interactions using proven strategies

Workshop topics

Negotiation Issues & Challenges

- Consultative selling & negotiation fundamentals

Principles of Effective Negotiation

- Win-win strategies & value creation

Influential Negotiation Strategy

- 8-step negotiation framework
- Client interest analysis
- Goal-setting

¹ The course hours reflect teaching time that often correlate with continuing education credits (CEC) or professional development units (PDU). Please check with your profession's governing body, as there is no universal approach.

- Concession strategies

The Interaction

- Practical application of learned strategies in a live negotiation scenario

Prerequisites

No formal prerequisites. However, experience with client negotiations is an asset.

Who should attend this course?

- Sales professionals looking to enhance negotiation confidence & success
- Account managers handling complex client negotiations
- Business development professionals securing long-term deals