

Sales Negotiation for B2B

Objective: To achieve sales target, we need to win not only consumer mind but also customer mind. One of key tasks of sales representative with difficulty to win those customer's mind is to close business deal especially with the key customer. Since there are many factors combined to make frontline operation struggling in winning the customer's mind until closing the deal, "NEGOTIATION" is one of the tool to help the sales representative achieve those business deal effectively.

Who Should Attend:

- Sales representative and management team
- Marketing manager/ leader/ staff
- Trade marketing manager/ leader/ staff
- Sales team/ leader/ RSM/ AE (TT, MT, and FS)
- Key account team

Course Benefit:

Participants will understand:

- "What Negotiation really is" and how it plays a vital role in business in order to understand the scope of negotiation
- A framework of Negotiation, how to combine communication, strategy and power dynamic
- Fundamental of Negotiation such as preparation, communication and back up data
- Preparation for Negotiation, the ultimate goal, mutual agreement, role of participants
- Shared tactics and develop essential skills for negotiation

Duration: 1 day (6 hours), 09:00 – 16:00

Venue: Hosted by customer

Method: Lecture, workshops, group discussion

Language: Thai

Instructors: **Saroch Jitrojanarak, Senior Management in Commercial Field**

Course Outline: Negotiation for B2B

- Understanding of Negotiation
 - What is Negotiation?
 - Elements/ factors of Negotiation
 - Negotiation is not just communication skill



- Framework of Negotiation
 - Landscape of Negotiation
 - Theories of Negotiation
 - Understanding how to manage power imbalance
 - *Group discussion*
- Fundamental of Negotiation
 - Direction and strategy
 - Understand customer want
 - Understand our offer
 - Important of data and analysis
 - Decision making and authority
- Preparation for Negotiation
 - Ultimate goal
 - Role of participants
 - Document and paper
- Sharing techniques
 - Read message from customer
 - Close deal
 - Task after negotiation