

Sales & Customer Care Effectiveness	
Session Code	SC07
Session Title	Negotiation & Closing
Topics Covered	Helping buyers to decide
Delivery	Half Day (4 Hours) - tutor led f2f or online sessions
Minimum - Maximum Number of Delegates	1-10
Who will benefit?	Sales managers, sales representatives and pre-and post-sales personnel

<p>Content</p> <ul style="list-style-type: none"> ▪ Move your prospect to sponsor and buyer ▪ Negotiation and closing strategies – how to help your buyer to reach a decision? ▪ Price – qualifying for money is the equivalent of quantifying buyer problems ▪ Sample closing stand examples ▪ Final offers – does your proposal answer the buyer’s real requirements? 	<p>Benefits</p> <ul style="list-style-type: none"> ▪ Increase commercial productivity ▪ Sell products/services as solutions ▪ Better use of your and the prospect’s time ▪ Great assurance and effectiveness in negotiations ▪ Defending prices and margins more effectively ▪ Better control of when handling objections ▪ Better closing rate
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