



## Excelling in Selling - Negotiation Skills

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Become a skilled negotiator. In business you don't get what you deserve, you get what you negotiate.

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This one-day programme will show you how to put into practice the powerful yet subtle sales negotiation techniques and strategies used by the worlds top negotiators.

**Are your revenues and margins getting squeezed?  
Losing too many sales?  
Do you find yourself under pressure to drop your price?**

Today's market is tough and the pressure on price is relentless. Negotiation is now a significant part of the business deal. Everything has become "negotiable" as sellers struggle to keep margins and revenue and clients become more aware of their 'ability' to negotiate.

Selling on price alone or dropping price to close a sale is a route to commercial disaster. There is always someone cheaper; you haven't always got the best product at the best price; with the track record and the right back-up to ensure sales success. However you can still get sales, maintain margins and keep clients coming back for more if you have a clear understanding of the sales negotiation process.

Most people have neither the attitude nor the skills to negotiate effectively. Your competitors are throwing away margin and revenue - but you don't have to. We will show you how to negotiate effectively, maintain your margins and win your competitors most profitable customers - even if your competitors are cheaper!

We give you the keys to effective negotiation and show you how to maximise profits and create win-win business and personal scenarios. We show you how to increase your personal power and confidence when involved in any situation. We outline a simple yet effective negotiation plan which you can tailor to any negotiation situation.

Excelling in Negotiating is an intensive programme that gives you the techniques and skills you need to maintain margins. Our programme has been written using best practices used by leading negotiators across the world, and is presented in a simple and easy-to-use format.

**By attending the Excelling in Negotiating programme you will:**

- Discover the key principles of negotiation
- Learn how to control the negotiating arena so that you maximise the likelihood of a positive outcome
- Have a plan to ensure you are set up for success

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Here are just a few comments from our delighted clients:

**YELL** “..produced the best ever set of results in the history of Yell.”

**NHS** “Lammore met the specification and programme outcomes perfectly. Absolutely brilliant!”

**GOOGLE** “..an outstanding training experience.”

**OPODO** “..training content very relevant and focused for delivering benefits in my role.”

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- Understand the core buyer strategies and have robust strategies in place to deal with them
- Reduce buyers monetary obsession and replace it with interest and desire
- Know how to uncover real objections and work with your customer to find your solution
- Unlock your inner potential
- Discover powerful price-negotiating skills
- Understand your pitch, objective and walk-away point
- Know how to trade concessions and maximise variables effectively
- Appreciate your own 'natural' negotiation style

#### Who should attend?

- Sales Executives
- Buyers
- Managers and Directors who want to increase margins
- Business Owners and Entrepreneurs who want more profitable business
- Anyone who negotiates anything ...with anyone!
- Please contact us for further information

#### Here are three great reasons for attending the Excelling in Selling - Negotiation Skills programme:

At Lammore Consulting, our mission is to provide training events that entertain, inspire and make a difference.

**Inspire:** Our delegates come away from our programmes feeling inspired and ready to meet their challenges head on. The material has been researched and written to meet key business needs in the real world.

**Entertain:** We promise to deliver our training events in an upbeat and fun way. Our speakers are professionally trained and experienced in the world of business and entertainment, and know how to engage an audience.

**Make a Difference:** A training workshop is only effective if the learning is implemented. All delegates attending a Lammore development programme are followed up through regular online contact to ensure that their personal development plans are being put into action. In addition we encourage 'Action Learning' events to take place within one month of the training being undertaken to re-enforce the key messages of the programme.

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**MASTERFOODS** “..more original and energising than any management book..”

**AUTOTRADER** “..fun style of training..coupled with in depth knowledge..”

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“ an outstanding training experience ”  
google

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