

# Effective Negotiating Strategies

Master the negotiation process to reach an optimum outcome

92% find it difficult to negotiate; 10% will not negotiate at all.



## Do you want to master the negotiation process?

CPSA's Effective Negotiating Strategies provides you with the keys to successful negotiations. Learn new ways to manoeuvre within a negotiating environment, from pre-planning to the commitment stage. Through role play, you will increase your confidence in negotiation. You are encouraged to bring an example of a recent or future negotiating situation with a challenging customer.

### Who should attend

- Professionals involved in sales negotiation (buyers and sellers)
- Past participants of Professional Selling, Strategic Account Management, Professional Sales Management, Communicating to Influence Buying Decisions or Sales Coaching for Success

## Benefits

- Confidently conduct a negotiation interaction utilizing the 8-step process
- Uncover your clients' real interests - other than price - to reach positive outcomes
- Apply concessions effectively in a negotiation interaction
- Learn when and how to close the negotiation with a signed agreement

## Content

- Your Current Negotiation Issues and Challenges
- Principles of Effective Negotiation Compatible with Consultative Selling
- Influential Negotiating Strategy: 8-step process
- Negotiation Interaction: tips and role-play

## 2011 CALENDAR

**Calgary** Oct 19-20  
**Montreal** Oct 26-27 (French)  
**Toronto** Apr 6-7 • Oct 5-6  
**Vancouver** Nov 16-17

**CPSA Members Save \$100!**

Register to gain confidence to work through difficult negotiations.

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