

Financial Services Outlines

Negotiating and Influencing Clients, Providers and Colleagues	Content
<p>The ability to positively influence and negotiate effectively is needed by all Advisors.</p> <p>The objective of strategic sales negotiation is to maximise both profitability and the potential for long-term partnering.</p> <p>Strategic sales negotiation skills can be applied to client or Provider negotiations. Participants learn of both the psychology and disciplines of negotiating so that they can create acceptable 'win-win' situations. The emphasis of this course is on positive assertive influencing.</p> <p>Delegates are introduced to a range of strategies to adopt in any given negotiation situation.</p>	<ul style="list-style-type: none"> • Types of negotiation • Recognising non-negotiating situations • Why negotiate? • Prepare for negotiations • Analysing needs, priorities and costs to build the optimum negotiation plan • Structuring negotiations • Influencing Strategies and how to use them • Communications Skills • Win-Win outcomes • Closing the negotiations • The SPIN® model for developing needs <ul style="list-style-type: none"> • Situation Questions • Problem Questions • Implication Questions • Need-payoff Questions