

Course Outline

Negotiating and Influencing Clients, Insurers and Colleagues	Content
<p>The ability to influence positively and negotiate effectively is needed by all Brokers.</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 both client and Insurer negotiations. Participants learn of the psychology and the disciplines of negotiating so 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? • Preparing for negotiations • Analysing needs, priorities, trading options 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