Course Outline

Negotiating and Influencing Clients, Insurers and Colleagues	Content	Dates	Location

The ability to positively influence and negotiate effectively is needed by all Brokers.
 	
The objective of strategic sales negotiation is to maximise both profitability and the potential for long-term partnering.
 	
Strategic sales negotiation skills can be applied to client or Insurer 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.
 	
Delegates are introduced to a range of strategies to adopt in any given negotiation situation.
	• Types of negotiation
	• Recognising non-negotiating situations
	• Why negotiate?
	• Prepare 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
	  • Situation Questions
	  • Problem Questions
	  • Implication Questions
	  • Need-payoff Questions
		10th December 2009
		
		18th March 2010
			Birmingham
			
			London