

THE 3D NEGOTIATION

Why 3D? Based on real events, this activity incorporates negotiations between buyers and sellers but ALSO the internal negotiations with their respective directors. But things don't stand still!

HOW IT WORKS

Acting as account managers for a large computer organisation or as buyers for a retail chain, delegates embark on what seems a simple sales negotiation. But goal posts move and the sales process is subject to critical, board-level decisions on both sides. Delegates have to re-negotiate, not only with each other but crucially with their own organisations. Just when they think the deal is clinched the situation changes as competitors enter the market and the features of the product alter. Allow 3-4 hours.

WHAT IT DOES

Based on a real scenario this engaging exercise provides a core model for any sales negotiation programme. Use as a single, half-day session or break it down with learning outputs over the course of a full day. With the added dynamics of internal negotiations, delegates learn to adopt a flexible strategy in order to meet everyone's needs. It challenges their face-to-face negotiation skills as well as their decision-making and problem-solving under pressure – and it demands clear and accurate communication at every stage. Groups also learn to handle conflicts of interest to ensure a successful negotiation process.

LEARNING BENEFITS

- Sales Negotiation
- Sales process
- Empowerment
- Account Management
- Handling Objections
- Assertiveness

(Developed by Northgate Training Ltd)

