



## NEGOTIATION SEMINAR



### Cultivating Consultative Negotiations

Foundational knowledge of negotiations, effective interpersonal and communication skills, and practical negotiation techniques are the key elements of our Negotiation Training. This program can be tailored for all levels of sales experience. Both new and seasoned sales professionals can gain a competitive edge to create stronger customer relationships and identify new opportunities to reach their goals. Participants also gain proficiency in developing negotiation strategies and learn winning techniques to consistently and confidently present the company's value proposition to meet client needs.

#### Our Approach

With every program we deliver, we believe in measurable results and are committed to maximizing our clients' investments. Our negotiation program incorporates a variety of techniques to ensure participant engagement. We use group-led discussions, Socratic methods, hands-on exercises, sales-related games, instructional videos and role-playing throughout our training. We promote collaboration among learners by integrating real-life workplace challenges and problems. Key elements of this program include:



***"The training was very interactive and challenging. You can tell that the Nally Ventures team loves what they do and genuinely want to help us succeed."***

- Lucas Smith, Lighting Controls Specialist, Federated Lighting

***"Thank you Nally Ventures for working with our salespeople. It was time so well spent and I look forward to our next opportunity to work together!"***

- Glenn Damanti, Principal, Federated Lighting

## Program Topics

4, 3-hour Sessions In-Person

- **What is a negotiation?**

- Define negotiation and understand that everyone negotiates.
- Navigate a process for effective negotiation.
- Understand the styles of negotiation and the factors that influence a negotiation.
- Learn the negotiation parameters and expectations of your organization.

- **Skills of Effective Negotiators**

- Examine the skills of effective negotiators.
- Apply skills to negotiate more effectively.

- **Negotiation Techniques**

- Learn winning techniques to leverage the value of the company.
- Increase win ratio and decrease sales cycle by leading the negotiation with confidence and control.

- **Practice Negotiating**

- Learn a process to systematically overcome objections (LAIR).
- Examine nine proven closing techniques.
- Put your negotiation learnings into practice through role-playing.
- Rapidly grow your self-confidence and skills through personalized and actionable feedback.



## About Us

Established in 2003, Nally Ventures is an entrepreneurial company founded by Mike Nally, a proven leadership coach and real estate developer. We are a results-oriented business committed to providing solutions in order to take organizations and projects to the next level. We provide an array of services that transform executives into world-class leaders, produce a new generation of highly effective managers and team members, and navigate the maze of real estate development. At Nally Ventures, we take tremendous pride in being a team our clients can trust, respect and rely on to foster new growth for their businesses.