

Course : Successful sales negotiations, Level 2

defend prices and margins

Practical course - 2d - 14h00 - Ref. NCD

Price : 1280 € E.T.

★★★★☆ 4,9 / 5

What stance to adopt during price negotiations? How can you master the balance of power, defend your proposals and resist customer pressure? In this training course, you will experiment with tools and techniques to anticipate and skillfully manage difficult or destabilizing negotiation situations.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Preparing for negotiations to boost self-confidence
- ✓ Acquire practical tools to defend your prices and margins
- ✓ Resisting customer pressure
- ✓ Handling difficult or destabilizing negotiation situations
- ✓ From negotiation to partnership

Intended audience

Sales people, business engineers.

Prerequisites

Experience of negotiation in a BtoB environment.

Practical details

Hands-on work

Workshops, experience-sharing, role-playing, self-diagnosis.

Teaching methods

Active, participative teaching methods. Alternating theory/practice with application to the context and experience of participants.

Course schedule

PARTICIPANTS

Sales people, business engineers.

PREREQUISITES

Experience of negotiation in a BtoB environment.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 Preparing your sales meeting and highlighting your prices

- The economic stakes of your negotiations.
- The balance of power between buyer and seller.
- Your spontaneous negotiating style.
- Points to watch in future negotiations.
- Structure your sales pitch and define your objective.
- Position your offer in relation to the competition.
- Sell "Profit" not a "Price".

Storyboarding workshops

Workshop: identifying negotiation stakes and points to watch out for.

2 Be convincing and enhance your own image

- For the same price and quality, it's the seller who makes the difference.
- Behaviors that enhance your image.
- Show confidence and act on emotions.
- Working on assertiveness and resisting aggression.

Exercise

Self-assessment of assertiveness. Role plays: developing assertive behaviors.
Group debriefing.

3 Knowing how to destabilize buyers

- Understand buyers' expectations.
- Prepare for threat, ultimatum, devaluation and dilemma techniques.
- Learn how to avoid their traps.
- How to deal with a buyer.

Storyboarding workshops

Workshop: based on each person's experience, build answers to buyers' pitfalls.

4 Dealing with objections Pricing and selling differentiation

- The price and its environment.
- Resistance to price.
- The consequences of a prize-giving ceremony.
- Hidden costs.
- Price presentation techniques.
- Price in the bid.
- Handling objections Price, obstacles.

Role-playing

Practice dealing with objections Price. Group debriefing.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.

5 Mastering the phases of negotiation

- Lay the foundations for negotiation.
- Clarify points of resistance through active listening.
- Identify the real stakes of negotiation.
- Search for tuning ranges.
- Prepare your room for maneuver.
- Negotiable and non-negotiable points.
- Managing relational tensions.

Role-playing

Develop active listening skills to remove blockages. Group debriefing.

6 Closing the sale

- Obtain quid pro quos for any concessions.
- Engage your contacts and ratify agreements.
- Enhance the value of agreements reached.
- Monitor and support the relationship over time.
- Understanding negotiation as a partnership.

Role-playing

Build and play a negotiation scenario. Personalized debriefing on behaviors adopted.

Dates and locations

REMOTE CLASS

2026 : 4 June, 30 July, 8 Oct., 17 Dec.

PARIS LA DÉFENSE

2026 : 4 June, 30 July, 8 Oct., 17 Dec.