

# Successful Sales Negotiations

**Hands-on course of 2 days - 14h**

**Ref.: NEG - Price 2026: 1 590 (excl. taxes)**

This course will enable you to acquire a real mastery of the negotiation phases in a BtoB environment. You'll learn how to build a negotiation matrix, thwart the destabilizing techniques of buyers, formalize the agreement and consolidate the relationship over time.

## EDUCATIONAL OBJECTIVES

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

Master the different phases of negotiation in a BtoB environment

Draft a negotiation matrix

Master closing techniques and formalize the agreement

Maintain the customer relationship over the long term

## TEACHING METHODS

Each participant builds their own steering checklist, allowing the various techniques presented to be synthesized and implemented.

## HANDS-ON WORK

Self-diagnosis, co-action workshops, behavioral role-playing. Feedback.

## THE PROGRAMME

last updated: 06/2024

### 1) Context of BtoB negotiation

- General refresher on BtoB negotiation: technique, strategy, negotiation tactics.

*Exercise : Building a visual representation of the elements of a BtoB negotiation as a group.*

### 2) Knowing and developing your sales cycle

- Quality of the sales cycle, for a confident negotiation.

- Sales cycle versus buying cycle.

- Defending your sales cycle.

- Techniques to be assertive and convincing.

*Hands-on work : Self-assessment of your ability to defend your sales cycle. Techniques to prepare for the major stages of the cycle.*

### 3) Developing a negotiation matrix

- Getting into the mindset of concession/consideration.

- Creating the negotiation target: safeguard your margins.

- Anticipating rejection: building an effective MESORE.

- Identifying points of negotiation other than price.

*Hands-on work : Drafting and presenting your negotiation matrix.*

### 4) Defeating the techniques of professional buyers

- Remaining stable and managing the unexpected in negotiations.

- Maintaining leadership in the face of intimidation and pressure.

- Promoting interactive techniques.

*Role-playing : Practicing for the unexpected in a negotiation. Group debriefing.*

### 5) Mastering effective closing techniques

- Demystifying the win-win.

- Handling last minute objections and getting to yes.

## PARTICIPANTS

Salespeople, technical salespeople.

## PREREQUISITES

Commercial experience in a BtoB environment is desirable.

## 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.

## 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.

- Reassuring a fleeing buyer.
- Technique of the logical sequence.
- Rephrasing the points of agreement and pain.

*Role-playing* : Practice negotiating between a buyer and a seller: dealing with objections, applying stabilization techniques.

#### 6) Formalizing the agreement

- Anticipating the next step in the negotiation.
- Strengthening the buyer: valuation techniques.
- Building confidence: the anchoring technique.

*Storyboarding workshops* : Workshop: The deal is done, what next?

#### 7) Developing the relationship with your clients and anticipating renegotiations

- What to renegotiate? When and under what conditions?
- Building new solutions, strengthening your positions.

*Storyboarding workshops* : Workshop on renegotiation situations and solutions.

#### 8) Summary and action plan

- Principles that lead to successful negotiations.
- Choosing the right markers for long-term success.

*Exercise* : Build an action plan for a BtoB negotiation in your real working environment.

## DATES

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### REMOTE CLASS

2026 : 19 févr., 21 mai, 23 juil., 29 oct.