



Advance

Creators of SCOTSMAN®

Closing, Negotiation and Objection Handling Skills Programme

Programme Details

Participants:

Sales team members, Account Managers and Management.

Delivery Options

2 Day Classroom workshop with case studies and role, plays.

Online, via Advance Sales Academy, supported by virtual classroom.

Purpose

1. To introduce and begin to develop additional skills that win more profitable business, faster.
2. To describe how elements of SCOTSMAN® and Commitment Based Selling practices (particularly robust qualification and dealing with showstoppers) strengthen NOH, and boost the benefits that ensue.
3. To teach attendees how to move the NOH balance of power advantage from buyer to seller, thus maximising revenue and margin by changing the rules to promote effective negotiation.
4. To describe the difference between objections and negotiation issues, and how to deal with them.
5. To facilitate practice of the necessary NOH skills by running assignments in a safe environment.



Indicative Content

Introduction

Brief introductions where necessary: Content of and expectations for the event.

Dealing with Objections

Avoiding them altogether: Qualifying: Negotiating around them.

Negotiation vs Objection Handling

REAR model: How to respond: Keep control: Ask questions.

The Power Balance

Buyer v seller: Seller's friends lobby: Prior good sales practice empowers seller.

The Negotiation Process

Advance's seven-phase process to maximise your chances of success.

Concessions/Bargaining

If you ... then I ...: How far to move: What's in it for you ... and me.

Negotiation Skills

Styles: Fight, appease, flee, dither, analyse, etc.: Common errors.



Learning Outcomes

Upon completion participants will, along with other skills, be able to:

- See how comprehensive Need Creation reduces the number of objections in any sales situation.
- Understand how robust Qualification prevents avoidable objections being raised.
- Ask for timely, appropriate commitments from the prospect that will smooth the way forward to the sale.
- Reduce the potential number of objections, therefore the amount of negotiation that is required, by applying the three bullets immediately above (prevention is better than cure).
- Adopt and benefit from the REAR model (Relax, Explore, Acknowledge, Respond) when dealing with objections.
- Use the “Close before the Close” model, rather than ask for the order too early and risk the prospect becoming defensive and taking an entrenched negative posture when negotiating.
- See that, in reality, there are usually relatively few genuine objections, provided need creation, qualification and other elements of Commitment Selling have been used effectively.
- Accelerate the selling process and increase the chances of winning the business by removing some predictable potential negotiation problems



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