This College Africa Group course will enhance the user's skills on the subject and teaches fundamentals as well as strategies in an easy to follow, easy to understand format and includes practical exercises which will assist in developing your skills in the workplace.

COURSE OUTLINE - Sales Negotiation

Course Specifications

Course Number: ELK88–982

Course Length: 0.5 day(s)

Course Description

Course Objective: You will apply sales negotiation strategies when interacting with customers to achieve a mutually beneficial outcome.

Target Student: This course is targeted to sales professionals within any industry.

Prerequisites: This course assumes students are professionals who are not new to sales and have field experience and utilize the selling process.

Hardware Requirements
If you wish to use the overheads provided on the CD-ROM, you will need to set up a computer for yourself. If time allows and you wish to use the business simulations provided on the CD-ROM in the classroom, you will need to set up a computer for each student participating in the class.

- At least 512 MB of RAM.
- A Pentium® III with 500 MHz (or better), or Macintosh® Intel-based or PowerPC G4 (or better) processor.
- A monitor capable of 1024 x 768 screen resolution and 32-bit color display.

Software Requirements

Each computer requires the following software:

- Microsoft ® Windows Vista®, Windows ® XP (Professional or Home Edition), Windows 2000, Windows 7, or Apple® Mac OS® X10.4 (or higher).
- Microsoft ® Internet Explorer® 7 (or higher), Mozilla® Firefox® 2 (or higher), or Apple® Safari ® 2 (or higher), with pop-up blocking turned off.
- Adobe® Flash® Player 8 (current version recommended).
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Course Objectives

Upon successful completion of this course, students will be able to:

- Prepare for negotiation.
- Recognize and understand tactics, utilize counteractions, and develop strategies.
- Negotiate an agreement.

Course Content

Lesson 1: Preparing for Negotiation
Topic 1A: The Negotiation Process
Topic 1B: Analyze Your Customer
Topic 1C: Determine the Elements of an Offer

Lesson 2: Utilizing Tactics, Counteractions, and Strategies
Topic 2A: Identify Buyer Tactics
Topic 2B: Utilize Counteractions
Topic 2C: Develop Negotiation Strategies

Lesson 3: Negotiating an Agreement
Topic 3A: Develop the Offer
Topic 3B: Present the Offer
Topic 3C: Close the Negotiation

ABOUT US

Established as EasyExcel, the company has been re-branded as College Africa Group. College Africa Group has been in operation since 2003 and has trained many corporate and professionals throughout Southern Africa. (For more info click here.) (http://www.collegeafricagroup.com)

ACCREDITATION

College Africa Group is MICT SETA accredited and a Microsoft Partner. College Africa Group has more than 30 years' experience in Financial, Sales, Operations, Marketing and Administration Directorship and understands the problems and deadlines you face.

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Excel Intermediate 2013 Ebook, workbooks, and solutions.
Excel Advanced 2013 Ebook, workbooks, and solutions.
Excel comprehensive online courses, email for more details.

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