

Workshop Summary

Top Level Selling & Negotiating Skills

"Succeed at the Top"

You are :

- a business executive, a senior consultant or partner
- an experienced sales manager
- a division, business unit or country manager
- a global or key account manager

and involved in important negotiations with top managers. They may work for your customers, your suppliers or—very often—within your own organization.

Challenges you face

Low cost competition, shorter response times, e-commerce and regular restructuring of organizations means you have to negotiate more skillfully in increasingly difficult conditions. Instead of deal-by-deal selling, you have to focus on the **creation of customer value** and the **building of lasting relationships**. These must include the higher levels, where strategic issues are decided.

The **growth of globalization** means you have to master the art of cross-cultural negotiation, not only with your clients but also within your own organization.

Finally, time pressure forces you to increase your efficiency. What you used to successfully improvise now requires good planning and structure.

What can you expect ?

*The focus of this workshop is on **how you prepare for and run international negotiation meetings involving top managers**. You will get the methodology, structure, skills, tools & techniques to do this successfully. After participating in this workshop, you will*

- ✓ develop pragmatic approaches to **building long-term partnerships** with key contacts
- ✓ recognize and react correctly to different senior manager types
- ✓ make better use of both rational and emotional factors during negotiations
- ✓ have methods and tools to deal with difficult negotiation situations and delaying tactics
- ✓ understand how your own culture and style influence negotiations
- ✓ know how to overcome cross-cultural barriers
- ✓ skillfully handle the delicate art of making concessions
- ✓ have learned to **fine-tune your top level communications**, e.g. presenting your company or your proposal to boards and executive committees

We will also challenge you to **"change the box"** and find real innovative ways of developing your client relations. We know from experience that this workshop will inspire you to see your job in a different way.

How does it work ?

You will be part of a small group (***no more than 12 participants***), with various backgrounds and nationalities. You will be coached by a team of highly qualified professionals in the field of top level negotiations, working parallel or in tandem during the full duration of this **4,5 day** workshop. In this unique set-up, you will get ***a lot of practice and individual attention***, while working on case studies and role-playing various scenarios. You will see yourself on video and get personal feedback from the coaches and the group.

In addition, you will be able to discuss, re-think, prepare and fine tune—**with our one-on-one help**—your next moves for some of the **actual negotiations** you must soon face.