

## COURSE SYNOPSIS

# COOPERATIVE NEGOTIATION FOR SALES



## WHAT IS COOPERATIVE NEGOTIATION?

Unless you have absolute power, achieving the outcomes you want in life and business depends very much on your ability to effectively and positively influence others. Everyone negotiates every day regardless of their profession or role. Beyond the ability to sell and influence, everyone in business and professional sales therefore needs to be a competent negotiator. This is because achieving positive outcomes depends on positioning value and managing compromise to obtain progressive commitment to reach a goal or sales objective.

Cooperative Negotiation is a framework for achieving win/win outcomes where value is created for both parties through goodwill and understanding. Negotiation is both art and science in researching, exploring, building trust, trading concessions and creating agreement to secure mutual commitment.

## WHY SELECT THIS COURSE?

This one-day course is ideal for anyone in a leadership, sales, account management or a customer-facing role. The course teaches an ethical and proven framework for achieving agreement in the best interests of both parties. Participants also learn how to plan and prepare for a negotiation, and lead by actively listening and asking insightful open questions. Tools and templates are provided to manage the negotiation and document a strategy and drive progression to close.



The course can be delivered over one day. For an overview of the principles plus testimonials and further information about the concepts, visit website [www.RSVPselling.com](http://www.RSVPselling.com).

## COURSE OUTLINE

The Cooperative Negotiation course includes role-plays and hands-on workshops while covering fundamentals in the areas of communication, listening and questioning, rapport-building, and working with personal agendas.

## COURSE CONTENT

### **Introduction**

- Sales and negotiation overview
- Course objectives and deliverables

### **Negotiation Fundamentals**

- Workshop: Car negotiation
- Defining 'win-win' in the real world
- Modes of negotiating: Competitive versus cooperative
- The negotiation process
- The eight steps of negotiation
- Preparing for negotiation

### **Conducting the Negotiation**

- Negotiation toolkit: Bargaining chips and tactics
- Negotiation guidelines and tips
- Negotiation laws for success
- Documenting your negotiation strategy and process

### **Advanced Negotiation**

- Workshop: Truck negotiation
- A Civil Action©: Lessons in negotiation strategy

### **Summary**

- Review key outputs actionable commitments

## LEARNING OUTCOMES AND DELIVERABLES

This course will enable participants to strategically execute a negotiation to maximise value for all parties. They will be equipped with a negotiation framework, tools and templates to manage a negotiation cooperatively and with win/win outcomes.

## ABOUT THE COURSE CREATOR

Tony Hughes has thirty years of corporate and sales leadership experience with record-breaking personal and team sales results. He has a positive track record, and international experience, as a winning CEO and Sales Director creating outstanding team culture and profitable growth.



Tony is also a bestselling author and the most read person in LinkedIn on the topic of B2B selling. He has more than 500,000 followers of his blogs and his most recent book, COMBO Prospecting, is published by the American Management Association (HarperCollins). Tony's first book, The Joshua Principle – Leadership Secrets of Selling, is a business best seller and in its 9th printing. Top Sales Magazine ranks Tony as the most influential person in Asia-Pacific for professional selling and he was subsequently invited to be a regular columnist for Top Sales Magazine.

Tony's unique strategic sales methodology, RSVPselling™, has delivered hundreds of millions in sales and his framework for modernizing the way people sell with social media provides a way for sales people to personally create sales pipeline. Tony teaches 'modernized selling' within the MBA program at the University of Technology, Sydney and sits on a number of boards. He speaks at conferences internationally and his consulting clients include globally known brands such as Salesforce, Flight Centre Travel Group, Red Hat, and many others.



**#1 Sales Blogger Worldwide 2017 - Top Sales World Magazine**  
**#1 Sales Blogger Globally 2017 - Best Sales Blogger Awards**  
**#3 Global B2B Sales Expert & Thought Leader 2018 - LinkedIn**

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