

Introduction to Sales and Negotiation

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Key concepts, processes, and skills for success in selling and reaching agreements.

1. Foundations of Sales

Element	What It Means	Why It Matters
Value Proposition	A concise statement of the benefits a product/service delivers to the customer.	Differentiates you from competitors and gives the buyer a clear reason to choose you.
Target Market	The specific group of customers who have the need, authority, and budget for your offering.	Focusing on the right audience maximizes conversion rates and reduces wasted effort.
Sales Funnel	Stages a prospect moves through: Awareness ? Interest ? Consideration ? Decision ? Purchase.	Visualizes the buying journey, helps track progress, and identifies drop-off points.
Customer Relationship Management (CRM)	Software/tools that store contact data, interaction history, and pipeline status.	Enables systematic follow-up, forecasting, and data-driven decision making.

1.1. Core Sales Skills

1. **Prospecting** – Identifying and qualifying leads (cold calls, referrals, inbound leads).
 2. **Active Listening** – Echoing back the prospect's needs to confirm understanding.
 3. **Storytelling** – Framing the product in a narrative that resonates with the buyer's pain points.
 4. **Objection Handling** – Anticipating concerns and responding with evidence or alternative solutions.
 5. **Closing Techniques** – Methods such as *Assumptive Close*, *Trial Close*, *Take-away Close*, etc.
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2. Fundamentals of Negotiation

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2.1. Definition

Negotiation is a **dialogue between two or more parties** aimed at reaching a mutually acceptable agreement while preserving or enhancing relationships.

2.2. Types of Negotiation

Type	Typical Context	Key Feature
Distributive (Win-Loss)	One-off price haggling (e.g., car purchase)	Fixed pie; each side tries to claim the largest slice.
Integrative (Win-Win)	Long-term partnerships, contract renewals	Expands the pie by uncovering shared interests and trade-offs.
Mixed-Motivation	Complex B2B deals with both price and service terms	Combines elements of both distributive and integrative approaches.

2.3. Negotiation Process (7-Step Model)

1. Preparation & Planning

- Research the other party (needs, constraints, BATNA).
- Define your objectives, target, and walk-away point.
- Assemble supporting data (costs, market benchmarks).

2. Relationship Building

- Establish rapport (small talk, shared interests).
- Set a collaborative tone; clarify mutual goals.

3. Information Exchange

- Ask open-ended questions.
- Share relevant facts to build credibility.

4. Bargaining (Problem Solving)

- Propose options, use *objective criteria* (industry standards, third-party data).
- Explore trade-offs (price vs. service level, volume discounts).

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5. Closing

- Summarize agreed points.
- Use confirming language (“If we proceed with X, you will...”) to lock in commitment.

6. Implementation

- Draft the contract or agreement.
- Assign responsibilities and timelines.

7. Review & Learning

- Conduct a post-mortem: what worked, what could improve.
- Update your negotiation playbook.