

Introduction to Sales and Negotiation Skills

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Quick-reference guide for beginners and intermediate learners

1. Core Concepts

Concept	What It Means	Why It Matters
Value Proposition	The unique benefit a product/service delivers to the customer.	Drives interest and justifies price.
Buyer Persona	A semi-fictional profile of an ideal customer (needs, pain points, decision-making style).	Helps tailor messaging and approach.
Sales Funnel	Stages a prospect moves through: Awareness ? Interest ? Evaluation ? Decision ? Post-sale.	Provides a roadmap for activities and metrics.
Negotiation	A structured dialogue where parties aim to reach a mutually acceptable agreement.	Turns objections into opportunities and protects margins.
BATNA (Best Alternative to a Negotiated Agreement)	The best outcome you can achieve without the deal.	Sets a realistic floor and strengthens leverage.
Win-Win	Solutions that satisfy the core interests of both sides.	Builds long-term relationships and repeat business.

2. The Sales Process (Step-by-Step)

1. Prospecting

- Identify leads using databases, referrals, social media, events.
- Qualify quickly (e.g., BANT: Budget, Authority, Need, Timeline).

2. Preparation

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- Research the prospect’s industry, challenges, and decision-makers.
- Define your objective and possible concessions.

3. Approach / Opening

- Use a hook that aligns with the prospect’s pain point.
- Establish credibility (case studies, testimonials).

4. Needs Assessment

- Ask open-ended questions (e.g., “What challenges are you facing with X?”).
- Listen actively; take notes; confirm understanding.

5. Presentation / Demonstration

- Map features ? benefits ? outcomes that solve the identified need.
- Use visual aids, ROI calculators, or live demos.

6. Handling Objections

- **Feel-Feel-Found:** Acknowledge the concern, empathize, then present evidence.
- Turn objections into value-adding discussions.

7. Closing

- Choose a closing technique that fits the situation (e.g., **Assumptive, Summary, Alternative-Choice, Trial Close**).
- Confirm next steps, contract details, and timeline.

8. Follow-Up & Relationship Management

- Deliver on promises, check satisfaction, and look for upsell/cross-sell opportunities.
- Use a CRM to track interactions and set reminders.

3. Fundamental Negotiation Skills

Skill	Description	Practical Tips
Active Listening	Fully concentrate, understand, respond, and remember what the other party says.	Mirror language, pause before answering, summarize key points.

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Skill	Description	Practical Tips
Questioning	Use open, probing, and clarifying questions to uncover interests.	“What would success look like for you?”
Framing	Present information in a way that influences perception.	Highlight cost?savings before price.
Anchoring	Set the initial reference point (price, terms).	Start with a value?based offer rather than a lowball discount.
Concession Planning	Decide in advance what you can give up and under what conditions.	Trade a longer payment term for a higher volume commitment.
Emotional Intelligence	Recognize and manage both your own and the counterpart’s emotions.	Stay calm when tension rises; acknowledge the other’s