

Let's Rise

**SELLING & NEGOTIATION
1-DAY TRAINING**

BY: SYED FAIZAN AHMAD

PREAMBLE

Selling and negotiation are two essential skills in the world of business. Whether you're closing a deal with a new client or negotiating the terms of a contract, the ability to effectively sell and negotiate can make all the difference..

In selling, this means presenting your product/service in a way that it addresses the customer's pain points and delivers your promise. In negotiation, it means finding common ground and entering into an agreement that satisfies both buyer & seller.

At their core, both selling, and negotiation involve understanding the needs and filtering out requirements of the customer/negotiator and finding a mutually beneficial solution.

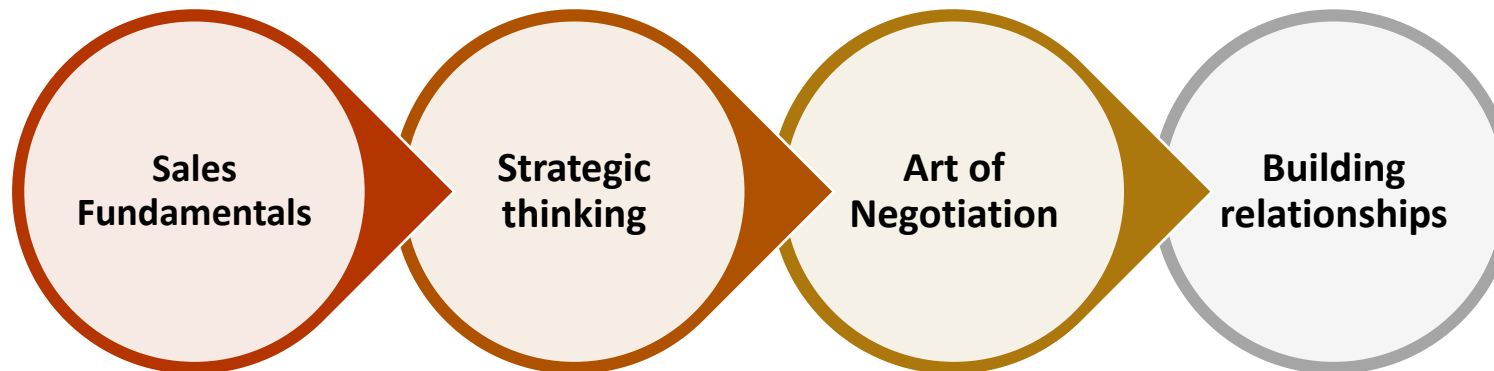
Effective selling and negotiation require a combination of skills including but not limited to effective communication and strategic thinking which we will cover in this training. By mastering these skills, you can build stronger relationships with customers and partners, close more deals, and achieve greater success in your career.

According to HubSpot's recent survey of over 1,000 global sales reps, managers, and leaders, top sales professionals spend an average of 6 hours every week researching their prospects

JOURNEY PROGRESS GRID

The scope of this learning program covers a core focus on sales fundamentals & negotiation alongside the key levers that support both these skills for better comprehension. The program entails a rich experience of strategic thinking, external environment, competitive landscape and building relationships as well.

The first section focuses on sales fundamentals by covering sales management framework, sales Pipeline, customer value proposition & value selling. Next in line will be strategic thinking and in this specific section we will be focusing on culture of curiosity, situational awareness, external environment and competitive landscape. Third Section covers negotiation which includes BATNA & WATNA negotiation models and Cost vs Value understanding. Last Section of the program focus on relationship building by focusing on Building rapport and maintaining customer relationships, Handling objections or rejections & building trust



OBJECTIVES

The objectives of this training program is to enhance participants understanding of sales fundamentals and negotiation techniques. Investing in selling & negotiation skills helps organization(s) stay competitive, it empowers their sales team, facilitates better customer support, and ultimately helps them in new business acquisition, these skills further help in developing result-oriented sales professional(s) & analytical thinking functional teams for continuously delivering higher value for organization.

This unique set of program is designed for one full day that will enable front line functional & sales teams, first line managers & sales team leads to work with strategic thinking, analytical skills and relationship building alongside sales & negotiation frameworks in a structured manner, participants learn to effectively identify customer needs , provide customized solutions & negotiate better deals . We want to equip participants with the knowledge and skills necessary to excel in sales and negotiation, resulting in increased customer satisfaction, trust and sales revenue.

Apart from core sales teams and procurement teams, this program can also facilitate key internal stakeholders including business finance , HR account Managers, RTM/GTM or B2B/B2C Marketing Managers.

SESSION TIMELINE

- 09:00 to 09:15 Introduction & context setting*
- 09:15 to 09:45 Sales management framework with demonstration*
- 09:45 to 10:15 Sales pipeline management, implementation & periodic review*
- 10:15 to 11:00 Customer value proposition, example & roleplay*
- 11:00 to 11:25 Value-based sales approach with activities*
- 11:25 to 11:35 Tea Break*
- 11:35 to 12:05 Creating culture of curiosity with case study*
- 12:05 to 12:25 Developing situational awareness with roleplay*
- 12:25 to 13:00 External environment analysis & competitive landscape with case study*
- 13:00 to 14:00 Lunch and prayer break*
- 14:00 to 14:30 BATNA Model with role play & activity*
- 14:30 to 15:00 WATNA Model with role play & activity*
- 15:00 to 15:30 Cost vs value analysis with activity*
- 15:30 to 16:00 Building rapport & maintaining relationship with roleplay*
- 16:00 to 16:10 Tea Break*
- 16:15 to 16:45 Handling rejections & building trust with examples*
- 16:45 to 17:15 Certificates distribution , Q/A , Feedback & Close out*

LEARNING METHODOLOGY



Peer Learning



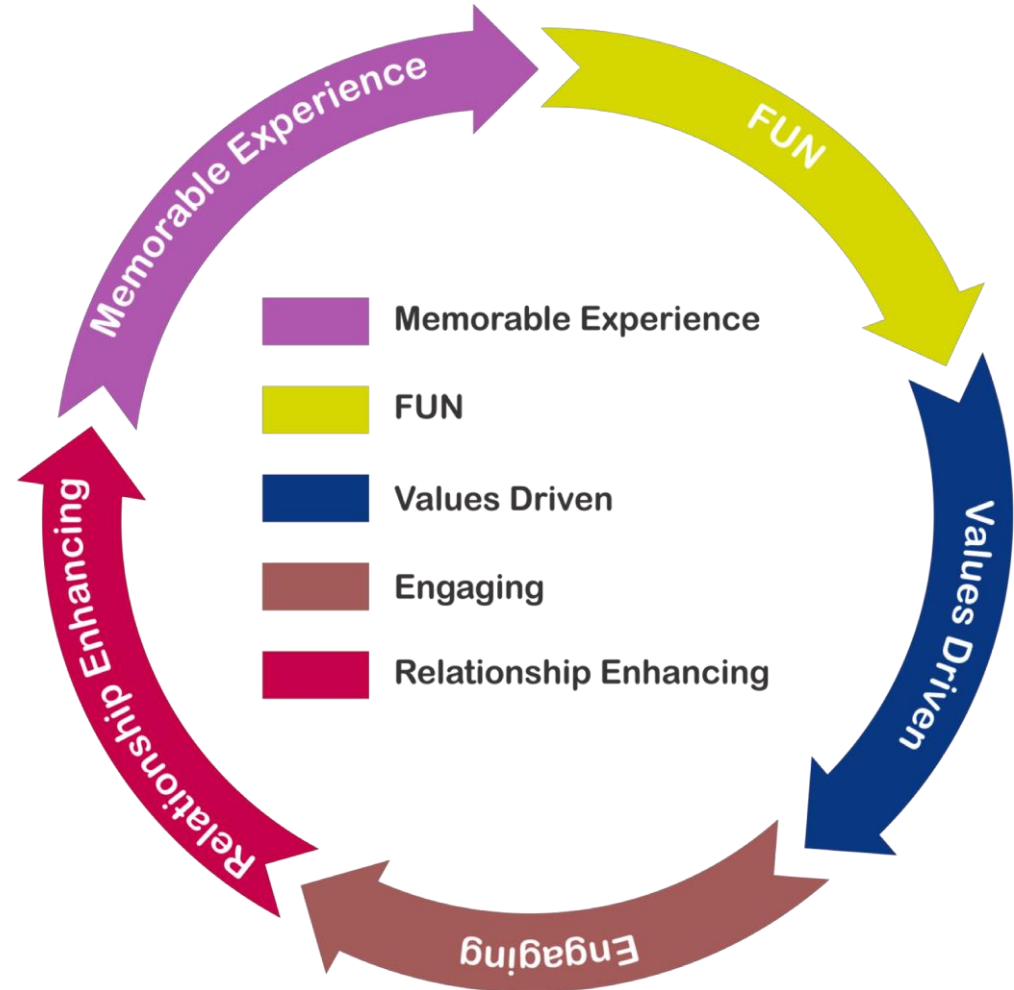
Reflective



Recall Anchors



Gamifying



FACILITATOR PROFILE

Syed Faizan Ahmad is a Sales Strategist, he holds a 12 years progressive experience on driving results from Sales Strategies and transforming Lives by upskilling Individuals & Organizations. Commercial delivery through selling & negotiation is his forte and he has successfully delivered approximately \$45Million in Sales for 09 years. During his career span he got associated with Fortune 500 companies namely Shell, ExxonMobil and GE



Syed Faizan Ahmad

For the past 3 years, he has been empowering individuals and executives through life and executive coaching to achieve their desired objectives through time-bound coaching interventions, He has 140 hours of overall coaching expertise. His area of expertise are Sales Consultation, Business Strategy, Commercial acumen, Selling & Negotiations, Life & Executive Coaching, Leadership & Diversity Equity and Inclusion

Educational Qualifications: BE Mechanical NED University Karachi, EMBA Marketing - SZABIST Islamabad, Certified Digital Marketing - IDM Pakistan, Certified Professional Coach (CTA UAE)

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