**双赢谈判的策略与技巧：心理博弈**

**Strategy and Behavior in Sales Negotiation**

**Duration: 2 Days**

**Price: 5990 Yuan**

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| elearning图标   |  | | --- | |  | |
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| **在线学习（推荐理由：研究证实，持续性的回顾可强化记忆和吸收。）** |
| M113：商务谈判：处理棘手问题 |
| M114：商务谈判：维护你的权利  M111：为商务谈判做准备 |

**课程意义：**

对价格和条款的重新谈判、税率的增长、竞争愈发激烈的市场......有时候这些情况会让一些优秀的谈判者感到束手无策，觉得在常规谈判中行之有效的工具和方法不再适用。

本课程旨在通过一系列的实践和练习，让销售人员掌握相关工具和方法，从而为更复杂的谈判情境（多个谈判对象、双方不平等的力量关系，以及高风险的谈判）做准备，并有效进行谈判。

**参加对象：**

\* 希望提升谈判技巧的资深销售人员

\* 区域性、全国性的客户经理

\* 大客户经理

**内容大纲：**

**1. 准备谈判策略**

\* 识别出谈判对客户的重要程度

\* 识别出谈判对企业、对个人的重要程度

\* 确定客户公司中涉及到的谈判人员数量

\* 了解客户/潜在客户在谈判中的个性

**2. 从谈判一开始就重新构建力量关系**

\* 谈判中引起不稳定性的因素

- 时间

- 选择

- 权重

- 影响

- 信息

- 制裁

\* 后退一步，接受谈判的规则

\* 知道如何等待时机，不要在不利的局面中进行谈判

\* 使用正确的杠杆，重新建立谈判中的力量关系

**3. 坚定自信、让自己的论证具有价值**

\* 坚定自信，识别出谈判的自然趋势

\* 对谈判中的坚定自信做必要的反思

\* 克服谈判中的3大类困难：

- 石头墙

- 咄咄逼人的攻击

- 操纵

**4. 发展个人资源，使得谈判获利**

\* 在谈判中找到并消除自身的不信任感

\* 找到并消除对方的不信任感

\* 建立与对方的平等立场，提升自身谈判能力

**Program Outline：**

**1. Preparing negotiation strategies**

\* Identifying how important the negotiation is to your client

\* Identifying how important the negotiation to a business or an individual

\* Defining the number of people in your client you need to negotiate with

\* Knowing the negotiation styles of your customer / potential customer

**2. Building your strength from the start of the negotiation**

\* Elements that may lead to uncertainties in the negotiation

- Time

- Choice

- Weight

- Influence

- Information

- Sanction

\* Stepping back and accepting the negotiation rules

\* Knowing when to wait, and don’t negotiate in adverse situations

\* Using the right lever to restructure the strength in the negotiation

**3. Being assertive and making your arguments valuable**

\* Being assertive and identifying the trends in your negotiation

\* Being assertive and reflecting, if necessary, in the negotiation

\* Overcoming three types of difficulties that may crop up in the negotiation

- ‘Stone wall’

- Aggressive attack

- Manipulation

**4. Tapping your own resources which may benefit your negotiation**

\* Finding and easing mistrust in yourself in the negotiation

\* Finding and easing mistrust in the other party in the negotiation

\* Putting yourself on an equal footing with your counterpart and improving your negotiation ability