

# SALES NEGOTIATION CERTIFICATION

As per International Standards



# UNICHROME

# Unichrone Training **Advantages**

- ✓ 1 Day Interactive Instructor-led Online/Classroom or Group Training
- ✓ Course study materials designed by subject matter experts
- ✓ Mock Tests to prepare in a best way
- ✓ Highly qualified, expert & accredited trainers with vast experience
- ✓ Enrich with Industry best practices and case studies and present trends
- ✓ Sales Negotiation Training Course adhered with International Standards
- ✓ End-to-end support via phone, mail, and chat
- ✓ Convenient Weekday/weekend Sales Negotiation Training Course schedule



# About Unichrone

✓ We are a professional training institute with an extensive portfolio of professional certification courses. Our training programs are meant for those who want to expand their horizons by acquiring professional certifications across the spectrum. We train small- and medium-sized organizations all around the world, including in USA, Canada, Australia, UK, Ireland and Germany.



Guaranteed Quality



Handpicked Trainers



Global Presence



Online Training Option

**We've trained professionals across global companies**

## Importance of Sales Negotiation Training

- ✓ Sales Negotiation Certification is an attestation uncovering the expertise of a professional in the nuances of negotiation and handling high-stakes situations with finesse. Individuals can understand the complexities of Sales Negotiation, closing deals, and maintaining long-term relationships. Negotiation skills are not only vital for securing deals but promoting mutually beneficial relationships. Therefore, certification provides a strong understanding of the techniques to engage with clients and stakeholders. It helps to revamp businesses and customer satisfaction.
- ✓ Training in Sales Negotiation provides professionals with the essential knowledge and skills necessary for successful negotiations in the sales process. It offers skills in critical negotiation principles, persuasive techniques, relationship building, and closing strategies. Participants gain an in-depth understanding of key concepts such as value proposition, handling objections, and creating win-win scenarios. Sales Negotiation Training helps professional's build confidence in their negotiating abilities, improving their capacity to close deals and strengthen client relationships.

## ELIGIBILITY CRITERIA

- ✓ Aspirants need not meet any requirements to pursue Sales Negotiation Training Course. However, having prior knowledge is beneficial.

## WHO SHOULD ATTEND

- ✓ Any individual who wants to gain skills in Sales Negotiation can enroll in the Sales Negotiation Training course.

# SALES NEGOTIATION CERTIFICATION ADVANTAGES



CERTIFIES  
YOUR TALENT



HELPS  
BUILDING  
VALUES



GLOBAL  
RECOGNITION



PERFECT  
EXECUTION



BUILDS  
CUSTOMER  
LOYALTY



MORE  
EMPLOYABILITY  
OPTIONS

# Syllabus of Sales Negotiation Training

## Lesson 01 – Introduction to the Sales Negotiation and Sales Process

1.	What is Sales Negotiation?
2.	Key Sales Negotiation Skills
3.	Skills Negotiating with Customers Requires
4.	Listening and Communication Skills
5.	Problem Solving Skills
6.	Interpersonal Skills
7.	Persuasion Skills
8.	Customer Service Skills
9.	Integrity

## Lesson 02 – Before Negotiation Begins

1.	Introduction
2.	Understand the Objectives Raised
3.	Identify the Root of the Objection
4.	Failure to Create Desire
5.	Failure to Be Perceived as an Expert
6.	Quantify Value
7.	Adopt the Correct Attitude
8.	Know Your Ultimate Conditions

# Syllabus of Sales Negotiation Training

## Lesson 03 – Guidelines for Successful Negotiation

1.	Demonstrate Respect
2.	Reaffirm the Value Statement
3.	Define the Problem
4.	Collaborate

## Lesson 04 – Strategies for Overcoming Objections

1.	Overcoming Common Objections
2.	Price
3.	Selection of the Company over the Competition
4.	Fear of Change
5.	Timing
6.	Need for Other Input
7.	Personal Politics



# Syllabus of Sales Negotiation Training

## Lesson 05 – Sales Negotiation Training and Tips

1.	Sales Negotiation Training Techniques for Teams
2.	Common Sales Negotiation Strategies
3.	Tools to be a Great Sales Negotiator
4.	Sales Negotiation Tips

## Lesson 06 – Strategies for Getting to Agreement

1.	Introduction
2.	Positional Negotiators
3.	Asserting Positions
4.	Attacking the Ideas
5.	Using Third Party
6.	Changing the Paradigm

# Syllabus of Sales Negotiation Training

## Lesson 07 – After the Negotiation

1.	When Agreement is Reached
2.	When No Agreement is Reached
3.	Making the Agreement Last

## Exam Format of Sales Negotiation Certification

Examination Format	
Exam Name	Sales Negotiation Exam
Exam Format	Multiple Choice
Total Questions & Duration	30 Questions, 1 Hour
Passing Score	Minimum passing score of 70%
Exam Cost	Included in training fee

To get you fully prepared with the knowledge and skills for Sales Negotiation, a training session at Unichrone gives immense importance to mock questions at the end of every module and problem-solving exercises within the session. Prepared by certified faculty, the practice tests are a true simulation of the Sales Negotiation exam.

# Contact Us

[support@unichrone.com](mailto:support@unichrone.com)



<https://unichrone.com/>

