

Sales negotiation

Negotiate with method and confidence.

Whether in a sales meeting, a complex negotiation or a tender process, this course helps you understand the human mechanisms of negotiation to create more value, preserve relationships and reach lasting agreements.



“
People.
Ideas.
Decisions.”



Recognise these situations?

- The discussion always ends up coming back to price.
- Concessions come too early.
- Customers sometimes seem better prepared than salespeople.
- Negotiations become tense or emotional.



What we will understand

- Anchoring, loss aversion, framing and fairness.
- What lies behind a request for a discount.
- Why negotiating a single variable often leads back to price.
- How to combine commercial performance with lasting relationships.



How we will work

- BATNA, objectives, variables and concessions.
- The psychology and neuroscience of negotiation.
- Role plays and real-world scenarios.
- AI to simulate the buyer, prepare arguments and anticipate challenges.



What will change in practice

- Fewer reflex concessions.
- More negotiable variables.
- Calmer, more structured negotiation.
- More lasting and profitable agreements.



Who is it for?

Sales teams, managers, sales professionals, trainers or leaders, depending on the module.



Formats

Half-day
1 day
2 days



Our approach

Neuroscience • Practical methods
AI • Hands-on experience • Real cases.



An international, cross-sector perspective

Examples and inspiration from different sectors and countries.



[Request the detailed programme](#)

Questions? Let's discuss your needs.