



Sales, Marketing and Customer Service

Customer Negotiation Skills

Course Introduction

This comprehensive course is designed to equip participants with the essential skills and techniques required to excel in sales negotiations and effectively handle customer objections. In today's competitive business environment, the ability to negotiate successfully and overcome objections is critical for achieving sales success.

Customer Negotiation Skills

Throughout this program, participants will develop the skills to gain clear agreement from others by promoting their ideas persuasively and handling customer objections with confidence. They will learn the art of active listening and empathy to build rapport and trust with customers, enabling a deeper understanding of their needs. Additionally, advanced negotiation strategies and tactics will be explored, empowering participants to navigate challenging negotiation scenarios and cultivate long-term customer relationships.

Target Audience

Executive Secretaries

- Executive Personal Secretaries
- Personal Secretaries
- Executive Assistants
- Personal Assistants
- Office Managers
- Administration Managers
- Management Secretaries
- Senior Assistants

Learning Objectives

At the end of the training course, participants will be able to

- Develop the skills to gain clear agreement from others through effective promotion of ideas, enabling participants to articulate their thoughts persuasively and influence customer decisions.
- Enhance the ability to handle customer objections with confidence, understanding different objection types and employing techniques to address concerns and reach mutually beneficial solutions.
- Master active listening and empathy skills to foster rapport and trust with customers, ensuring a deeper understanding of their needs and interests during negotiations.
- Acquire advanced negotiation strategies and tactics, enabling participants to plan, analyze power dynamics, and navigate challenging negotiation scenarios while cultivating long-term customer relationships.

Course Outline

• 01 Day One

Understanding the Sales Negotiation Process

- Introduction to Sales Negotiation Skills
- Importance of Effective Negotiation in Sales
- Key Concepts and Principles of Negotiation
- Different Types of Customer Objections
- Overcoming Objections through Effective Communication
- Strategies for Promoting Ideas and Gaining Agreement

• 02 Day Two

Techniques for Effective Customer Negotiation

- Active Listening and Empathy in Customer Negotiations

- Building Rapport and Trust with Customers
- Identifying Customer Needs and Interests
- Creating Win-Win Solutions in Negotiations
- Handling Price Objections and Negotiating Value
- Assertiveness and Problem-Solving in Customer Negotiations
- Case Studies and Practice Sessions for Customer Negotiation Skills

• 03 Day Three

Advanced Sales Negotiation Strategies

- Preparation and Planning for Sales Negotiations
- Analyzing Power Dynamics in Negotiations
- Leveraging Negotiation Tactics and Techniques
- Managing Difficult Negotiation Situations
- Creating Mutual Agreement and Closing the Deal
- Negotiating Long-Term Customer Relationships
- Real-life Scenario Role-playing and Feedback Sessions

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 16, 2025	3 days	3250.00 \$	UAE - Dubai
July 21, 2025	July 23, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Dec. 8, 2025	Dec. 10, 2025	3 days	3250.00 \$	UAE - Dubai