

SALES & NEGOTIATION SERIES

Getting the deals you want - consistently. Learn the communication skills top performers use to build relationships, find real needs, and negotiate to close. Build skills and confidence through interaction and practice. Increase your ability to persuade, negotiate, and sell - with everyone - with SUCCESS.

WORKSHOP	ISSUES	BENEFITS
<p>Winning Negotiations in a Competitive Market <i>How to Out-Negotiate the Competition When Price is the Issue</i></p>	<p>Customers are focusing more on price, demanding commodity prices, and asking immediately for bottom-line numbers. Times are tough, sales are hard, and you need to make sure your sales reps can sell value to beat the competition.</p>	<ul style="list-style-type: none"> • Beat the competition by promoting value over price • Increase sales and revenues • Gain confidence and skills to work through difficult negotiations • Heighten awareness of negotiation strengths and weaknesses • Negotiate better contracts • Speed up sales cycles
<p>Negotiating for Success <i>Building Confidence, Trust, and Income through Sales</i></p>	<p>Everyday, you negotiate with different types of people (staff, superiors, clients, contractors, partners, etc). Your ability to influence, reduce conflict, and solve problems is essential for you and your organization's success.</p>	<ul style="list-style-type: none"> • Get what you want • Reduce stress by turning difficult conversations into occasions for productive problem solving • Make better deals and increase bottom line • Build trust and long-term relationships by creating win-win solutions
<p>Presentations with Purpose <i>Presentation Skills that Grab Them by the Mind and Never Let Go</i></p>	<p>To be competitive, it is essential that your presentation gets attention and keeps it. Learn to organize information and present it with confidence. Engage and convince your audience, whether they are clients, peers, or superiors.</p>	<ul style="list-style-type: none"> • Control the room with confidence • Gather and keep attention immediately • Increase sales • Develop organized and engaging content • Reduce presentation anxiety and nervousness
<p>Selling Your Ideas, Products, and Yourself <i>Building Confidence, Trust, and Income through Sales</i></p>	<p>To excel in sales, you must understand value and positioning, get appointments, and develop active listening skills. If you want to differentiate you and your organization from the others, understanding the basics of sales is a must.</p>	<ul style="list-style-type: none"> • Understand the keys to selling • Make the telephone a friend • Expand account profitability • Target profitable markets • Sell value over price • Gain confidence to influence people
<p>The Art of Persuasion <i>Persuading People to See and Act Your Way</i></p>	<p>Getting what you want is not a matter of luck - it's about your ability to persuade. If you want to get more of what you want, reduce your stress, increase your income, and feel more confident and powerful, you need to understand the psychology of persuasion and influence.</p>	<ul style="list-style-type: none"> • Gain power and influence • Speak and ask confidently • Get what you want • Reduce your stress • Increase your income



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Ovson Communications motivates people to take action. We focus on real problems, use humor to encourage participation & breakdown resistance to learning, and develop step-by-step strategies to define and capture opportunities. Ovson Communications customizes all workshops to the specific needs of your organization. Take the first step to success - contact us today to schedule your FREE 20-minute phone assessment.