

Training

Duration: 1 day

Training

The art of sales negotiation

Audience

Sales Managers, Business Managers, KAM (Key Account Managers), Global Account Managers, Customer Success Managers, Sales and Marketing Directors, or any person involved in sales negotiations (Back Office Teams, Technical Pre-Sales Teams, Experts...).

Course objectives

- Evaluate the negotiation landscape (balance of power)
- Influence the counterpart
- Master a set of tools to navigate through difficult buyer objections
- Improve ability to justify value and protect or increase deal size
- Increase win ratio and decrease sales cycle
- Optimise concessions and compensations
- Control one's attitude in front of a professional buyer

Course means

- Senior sales performance & digital marketing consultant and certified trainer.
- Remote or in-person training.
- Maximum group size: 8 participants.

Course cost

€2,150 VAT excl.

Course content

Evaluate: negotiation role play

Participants will prepare and conduct a short negotiation exercise. This activity will help them understand the underlying mechanics of negotiation — a dynamic and interactive process. The objective is to reach a mutually acceptable outcome that satisfies the needs and priorities of both parties, while minimizing costs for each side.

Practice: negotiation role play.

Managing pressure

Using real-life examples, participants will explore the most effective strategies for handling high-pressure negotiations. We will assess the balance of power through a practical, dynamic

framework and clarify the concept of value in negotiation, focusing on the three key dimensions that must remain under control.

Practice: assess the balance of power in an ongoing or recent negotiation.

ZOPA and boundaries

In this module, we will focus on the Zone of Possible Agreement (ZOPA) — the range within which both parties can find common ground. Participants will learn to define their negotiation boundaries, a crucial step for effective preparation. Knowing both the upper and lower limits of a ZOPA provides a major strategic advantage. We will also examine the BATNA (Best Alternative to a Negotiated Agreement) to determine the optimal opening offer, which can either anchor the negotiation or derail it. Finally, participants will set their target point and walk-away point.

Practice: define boundaries for several negotiation items (based on real-life cases) and identify at least two persuasive sales arguments for each.

Concessions and counterparts

During this final interactive workshop, we will build a comprehensive list of concessions and corresponding counteroffers, all weighted and tailored to the real cases explored throughout the training.

This exercise will allow participants to review and strengthen their negotiation arguments, focusing on the most frequent and recurring negotiation points, as well as on effective objection handling.

Practical exercise: Develop an argumentation, objection-handling, and concessions-counterparts matrix.

Tools and documents

- Self-evaluation and simulation tools.
- Methodological tools customised to the participants' real-life negotiations.
- Facilitator's personalised feedback.
- Online summary documents.

Just a word about the trainer

With 35 years of experience, Pierre-Olivier began his career after graduating from business school and went on to hold a variety of leadership roles at Lexmark, including EMEA Product Manager, Retail Key Account Manager (specializing in tough retail negotiations), Reseller Sales Manager, Account Executive, and ultimately Head of Global Marketing.

He later joined Polaroid, where he successfully led the European Digital Division during the company's challenging digital transformation.

Since 2009, Pierre-Olivier has supported hundreds of large corporations and SMEs in more than 20 countries, helping them address complex sales, marketing, and business development challenges.

In 2011, he founded Pentalog, a consulting firm bringing together a team of highly skilled,

sharp-minded experts who do serious work without taking themselves too seriously. Today, Pentalogy is a trusted partner in sales performance and digital marketing for several major investment funds.