



London TDM

Customer Service and Sales Training Courses

Course Venue: United Kingdom - London

Course Date: From 08 February 2026 To 12 February 2026

Course Place: London Paddington

Course Fees: 6,000 USD

Introduction

This comprehensive 5-day course is designed to equip sales professionals with the essential negotiation skills needed to achieve successful outcomes in their negotiations. Participants will learn techniques and strategies to effectively communicate, persuade, and close deals, enhancing their ability to maximize value and build long-term relationships.

Objectives

- Understand the fundamentals of negotiation and its importance in sales.
- Develop effective communication and persuasion techniques.
- Learn to handle objections and conflict resolution.
- Enhance skills in closing deals and maintaining relationships.
- Apply negotiation strategies in diverse sales scenarios.

Course Outlines

Day 1: Introduction to Negotiation

- The basics of negotiation: Definition and principles.
- Understanding different negotiation styles and their impact.
- Identifying negotiation goals and objectives.
- The role of negotiation in sales success.
- Case studies: Successful negotiation in sales.

Day 2: Communication and Persuasion Techniques

- Effective communication: Active listening and clear messaging.
- Persuasion strategies to influence and convince.
- Non-verbal communication and its role in negotiation.
- Building rapport and establishing trust.
- Practice session: Role-playing different scenarios.

Day 3: Handling Objections and Conflict Resolution

- Common objections in sales negotiations and how to address them.
- Techniques for managing and resolving conflicts.
- Maintaining composure in challenging negotiations.
- Turning objections into opportunities.
- Interactive workshop: Objection handling practice.

Day 4: Closing Deals and Maintaining Relationships

- Strategies for closing deals effectively.
- Understanding buyer signals and readiness.
- Building long-term relationships post-negotiation.
- Negotiation ethics and maintaining professionalism.
- Workshop: Crafting win-win agreements.

Day 5: Applying Negotiation Strategies

- Real-world negotiation scenarios and application.
- Using negotiation tactics in international and cross-cultural contexts.
- Leveraging technology and tools for negotiation.
- Advanced negotiation strategies for complex sales.
- Final assessment and feedback session.