

A Practical Definition of Negotiation in Sales



16 June 2020 - Manchester Airport Marriott Hotel

Effective Negotiation Skills

We all have to negotiate in life as well as in business. Too often opportunities are missed or diluted as a result of giving concessions too heavily or accepting that “no” means “no!”



Delegates will be confident understanding how to reach win/win outcomes, vital if negotiating commercial terms or pricing.

It's easy to discount - it's professional to ask for something in return!

The day's training is designed to maximise the amount of time delegates spend honing the techniques and negotiating in the classroom. By the time they leave they will have working strategies having overcome their own concerns and any limiting beliefs.

Topics

- * Why negotiate?
- * The key benefits of negotiation.
- * Negotiation Exercise Game
- * Using Assertiveness in Negotiation
- * The Difference between Price and Value
- * Developing Value Propositions
- * The Correct Way to Offer Discounts
- * Practical Work: Case Studies on Real-Life Negotiation Scenarios
- * Practical Work: Roleplays (based on above)

To book, complete the booking form
and return to Melanie Foote +44 (0)20 8773 5525
or e-mail melanie.foote@ppma.co.uk

COST:

PPMA Members; £95 each, Association Members; £195, Non-members; £295



Processing & Packaging
Machinery Association

PPMA GROUP OF ASSOCIATIONS



British Automation &
Robot Association



UK Industrial
Vision Association

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Manchester Airport Marriott Hotel,
Hale Road, Hale Barns, Altrincham WA15 8XW



COURSE DURATION:

08:30 - Coffee & Registration

Start - 09:00 - 16:30 to include breaks (15 mins morning & afternoon) and lunch (up to 1 hr).

BOOKING FORM - 'A Practical Definition of Negotiation in Sales' training day:

I would like to register delegate(s)

COSTS	PPMA Members @ £95 pp	<input type="text"/>	£
	Association Members @ £195 pp	<input type="text"/>	£
	Non-Members @ £295 pp	<input type="text"/>	£
	TOTAL	<input type="text"/>	£
	PLUS VAT @ 20%	<input type="text"/>	£
	TOTAL BOOKING COST	<input type="text"/>	£

TERMS & CONDITIONS: Cancellations: If you cannot attend, a substitute delegate may attend in your place provided that written notice is given, or contact the PPMA on 020 8773 8111. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the training course. All cancellations will be subject to a 25% (+VAT) fee to cover administrative expenses.
Important Note: This booking form constitutes a legally binding contract. It may be necessary, for reasons beyond the control of the PPMA, to change the content, timing, speakers and/or date of the seminar, course and/or programme.

*Do you, or any person you are booking for, have an impairment or disability that may require us to make adaptations to this course. If yes, please contact Melanie Foote on +44 (0)20 8773 5525.

Company:

Address:

..... Postcode:

Telephone: E-Mail:

Booking Authorised By:

Delegate 1: Position:

Delegate 2: Position:

PAYMENT DETAILS:

Payment is required prior to the Training day.

- 1. On Account** - Members can pay by account.
- 2. Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.

Please contact **Melanie Foote** on **+44 (0)20 8773 5525**

- 3. BACS** - Barclays Bank PLC
Sort Code: 20-24-61
Account No: 90721220

- 4. Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

Data Protection:

Your personal data will be processed in accordance with the General Data Protection Regulation (GDPR) and may be used to supply you with useful business information.

Processing & Packaging Machinery Association
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