



Negotiate Your Terms

Negotiating on your terms is the 4th step in our business development funnel. This step is incredibly important as you have put a significant amount of time and energy into the business development process so far with this prospect and you want to make sure that you are prepared for negotiations at this stage. In this course, we will look at what you need to know before you go into a negotiation, what you need to uncover during the negotiation and how and finally understanding your negotiation position.

Participants will learn how to:

- Identify the 3 areas of a negotiation
- List the 4 pieces of knowledge necessary to negotiate
- Differentiate between 3 reasons for objections
- Identify the 7 most common objections
- Define your WAP

To register, visit www.thesalesseed.com and select “Self-Paced Training” or contact info@thesalesseed.com for firm specific options.

In order to receive CPE credit, participants must log into the training session and answer all applicable questions during the presentation.

Participants will receive 1.0 CPE Credits

Field of Study: Communications & Marketing

Additional Information:

Prerequisites: This course requires at least 3 years of work experience or the attendee should be in a manager role or higher. Attendees should have a basic understanding of business development principles.

Who Should Attend: Anyone interested in business development and revenue growth including those currently in firm leadership or those striving towards a leadership role. Attendees should be in a manager role or higher.

Advance Preparation: None

Program Level: Intermediate

Delivery Method: QAS Self Study

Refunds & Cancellations: Cancellations or modifications to registrations must be made within one week of purchasing the training course. Full refunds are available during this time if the customer has not logged into the training platform (<https://thecpeseed.com>). Please email info@thesalesseed.com to request a refund. For more information regarding administrative policies such as complaint and refund, please contact our offices at 859-594-7844.

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