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Course Name

Negotiation Skills for Key Sales Corporate Clients

Sector Name

Sales, Marketing and Customer Service

Document Type

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Negotiation Skills for Key Sales Corporate Clients

Course Introduction

This training program is designed by Boost to equip sales professionals with advanced negotiation capabilities tailored specifically for high-value corporate client engagements. Participants will learn how to navigate complex deals, manage stakeholder dynamics, protect margins, and close strategic agreements with confidence.

Combining negotiation psychology, strategic communication, deal structure analysis, and proven corporate sales tactics, this training provides a multi-dimensional approach to developing advanced negotiators.

Participants will explore both the science and art of negotiation, mastering how to influence high-level stakeholders, align proposals with business needs, resolve conflicts effectively, and build trust-based partnerships that create mutual value.

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Target Audience

- ✓ B2B sales executives and account managers
- ✓ Corporate sales and business development teams
- ✓ Client relationship managers and consultants
- ✓ Sales team leaders and strategists

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Negotiation Skills for Key Sales Corporate Clients

Learning Objectives

✓ Master corporate sales negotiation frameworks and strategies

✓ Align value-based selling with negotiation objectives

✓ Influence decision-makers and buying committees

✓ Handle pricing, objections, and concessions effectively

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Course Outline

✓ DAY 01

Understanding the Corporate Buying Process

- ✓ Decision-making hierarchies and stakeholders
- ✓ Procurement processes and vendor evaluation criteria
- ✓ Aligning solutions with client pain points and KPIs

Negotiation Strategy and Planning

- ✓ Setting objectives, walk-away points, and BATNA
- ✓ Information gathering and pre-negotiation preparation
- ✓ Identifying leverage and pressure points

Building Credibility and Influence

- ✓ Establishing trust and authority early
- ✓ Using case studies and ROI to strengthen the value proposition
- ✓ Tailoring presentations to executive priorities

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Course Outline

✓ Day 02

Tactics for Effective Corporate Negotiations

- ✓ Anchoring, mirroring, and silence techniques
- ✓ Collaborative vs. competitive approaches
- ✓ Managing emotions and power plays

Managing Price Discussions and Concessions

- ✓ Defending pricing and protecting margins
- ✓ Tiered discounting strategies and value bundling
- ✓ When and how to offer non-price concessions

Handling Corporate Objections

- ✓ Techniques for reframing and resolving concerns
- ✓ Internal politics and gatekeeper resistance
- ✓ Maintaining deal momentum in long cycles

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Course Outline

✓ Day 03

Advanced Deal Closing Techniques

- ✓ Reading buying signals and closing windows
- ✓ Creating urgency without pressure
- ✓ Structured closing scripts and summaries

Stakeholder Negotiation Simulation

- ✓ Role-play exercise with cross-functional client personas
- ✓ Managing multi-party dynamics
- ✓ Debrief and feedback session

Post-Negotiation Follow-Up and Expansion

- ✓ Securing agreement documentation and next steps
- ✓ Laying groundwork for upselling and renewal
- ✓ Building long-term trust and value perception

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Course Outline

✓ Day 04

Cross-Cultural Negotiation Challenges

- ✓ Adapting communication and persuasion tactics
- ✓ Avoiding misinterpretation and conflict escalation
- ✓ Multinational negotiation etiquette and nuances

Ethical and Legal Considerations

- ✓ Complying with internal governance policies
- ✓ Bribery, corruption, and antitrust laws
- ✓ Ethical negotiation principles and risk management

Negotiating with Public Sector and Government Clients

- ✓ Formal procurement regulations and documentation
- ✓ Tender processes and transparency requirements
- ✓ Establishing compliance while remaining competitive

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Course Outline

✓ Day 05

Negotiation Analytics and Intelligence Tools

- ✓ CRM integration and predictive negotiation support
- ✓ Win/loss analysis and client behavior mapping
- ✓ Proposal software and collaborative platforms

Customizing Contract Terms for Long-Term Engagement

- ✓ Contract clause design for renewals, SLAs, and bonuses
- ✓ Building flexibility into complex B2B agreements
- ✓ Risk-sharing and co-investment models

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
July 12, 2027	July 16, 2027	5 days	4250.00 $	UAE , Dubai
Dec. 7, 2026	Dec. 11, 2026	5 days	4950.00 $	Austria , Vienna
Jan. 10, 2027	Jan. 14, 2027	5 days	4250.00 $	KSA , Riyadh
April 12, 2027	April 16, 2027	5 days	4250.00 $	UAE , Dubai

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