

MARKETING & COMMUNICATION | COURSE BROCHURE

Negotiation Skills for Sales Professionals

5 days | Classroom training | English

SMART HORIZON

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Amsterdam
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Course content

Why attend

Sales negotiations often decide whether a deal is profitable. This course teaches salespeople to negotiate confidently: preparation, understanding buyer tactics, protecting price, trading concessions, negotiating with procurement departments, multi-issue deals and closing agreements that both sides honour.

Many salespeople give away margin too easily. You will learn to hold value while keeping customers happy.

Professional Problems This Course Is Designed to Solve

• Difficulty translating subject knowledge into practical workplace decisions.
• Inconsistent approaches to the activities covered in the course outline.
• Lack of a structured plan for applying and reviewing new skills.

Course methodology

Sales negotiation simulations, procurement tactic role plays, debriefs and preparation templates.

Course objectives

By the end of this course, participants will be able to:
• Prepare sales negotiations thoroughly
• Recognise and respond to buyer tactics
• Defend price and value
• Trade concessions strategically
• Negotiate with professional procurement teams
• Close and document agreements

Target audience

This course is suitable for:
• Sales representatives and managers
• Key account managers
• Business development staff
• Commercial managers
• Customer-facing consultants



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Target competencies

Participants will develop competencies in:
- Negotiation preparation
- Value defence
- Concession trading
- Tactic handling
- Closing

Course outline

Day 1: Sales Negotiation

09:00–10:08	Selling versus negotiating
10:08–11:00	Negotiation styles
11:00–11:30	**Coffee break**
11:30–11:45	Negotiation styles (continued)
11:45–12:53	Self-assessment
12:53–14:00	Exercise

Day 2: Preparation

09:00–10:08	Objectives and limits
10:08–11:00	Concession planning
11:00–11:30	**Coffee break**
11:30–11:45	Concession planning (continued)
11:45–12:53	Buyer analysis
12:53–14:00	Workshop

Day 3: Buyer Tactics

09:00–10:08	Common procurement tactics
10:08–11:00	Responses
11:00–11:30	**Coffee break**



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11:30–11:45	Responses (continued)
11:45–12:53	Holding value
12:53–14:00	Role plays

Day 4: Trading

09:00–10:08	Trading concessions
10:08–11:00	Packaging
11:00–11:30	**Coffee break**
11:30–11:45	Packaging (continued)
11:45–12:53	Multi-issue deals
12:53–14:00	Simulation

Day 5: Closing

09:00–10:08	Closing techniques
10:08–11:00	Documenting agreements
11:00–11:30	**Coffee break**
11:30–11:45	Documenting agreements (continued)
11:45–12:53	After the deal
12:53–14:00	Final simulation

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the sessions. They are indicative only and do not constitute a binding commitment.



Course content

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Vienna Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,940.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Cape Town Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,890.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
London Confirmed dates	11 Jan 2027	15 Jan 2027	**€2,450.–**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.–**
Rome Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,450.–**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.–**
Barcelona Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,840.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.–**
Cape Town Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,890.–**
Online Confirmed dates	15 Mar 2027	19 Mar 2027	**€1,250.–**
Rome Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,450.–**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.–**
Dubai Confirmed dates	19 Apr 2027	23 Apr 2027	**€3,150.–**
Online Confirmed dates	19 Apr 2027	23 Apr 2027	**€1,250.–**
Istanbul Confirmed dates	10 May 2027	14 May 2027	**€2,650.–**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Paris Confirmed dates	31 May 2027	4 Jun 2027	**€2,860.–**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.–**
Cape Town Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,890.–**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.–**
Frankfurt Confirmed dates	5 Jul 2027	9 Jul 2027	**€2,650.–**
Online Confirmed dates	5 Jul 2027	9 Jul 2027	**€1,250.–**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.–**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.–**
Dubai Confirmed dates	16 Aug 2027	20 Aug 2027	**€3,150.–**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	16 Aug 2027	20 Aug 2027	**€1,250.-**
Vienna Confirmed dates	6 Sept 2027	10 Sept 2027	**€2,940.-**
Online Confirmed dates	6 Sept 2027	10 Sept 2027	**€1,250.-**
Barcelona Confirmed dates	27 Sept 2027	1 Oct 2027	**€2,840.-**
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Rome Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,450.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Dubai Confirmed dates	1 Nov 2027	5 Nov 2027	**€3,150.-**
Online Confirmed dates	1 Nov 2027	5 Nov 2027	**€1,250.-**



Course content

Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**
Amsterdam Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,540.-**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.-**

Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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