

SALES NEGOTIATION & DEAL CLOSING SKILLS

Amsterdam - Netherlands
13 - Jul 2026 - 17 - Jul 2026
\$6,000

GENTEX[®]
TRAINING CENTER





Introduction:

Sales negotiations and deal closing are at the core of any successful business transaction. Mastering these skills is essential for sales professionals who want to secure favorable agreements, build lasting client relationships, and consistently meet sales targets. In the competitive world of sales, being able to effectively negotiate and close deals is not just a skill, but an art.

This 5-day comprehensive training program, offered by Gentex Training Center, will equip participants with practical strategies and techniques to enhance their negotiation and deal-closing abilities. Through a combination of theoretical knowledge and real-world scenarios, the course provides the tools to manage complex negotiations, resolve conflicts, and ultimately close more deals.

Sales Negotiation & Deal Closing Skills - Course Objectives:

- Understand the psychological dynamics behind successful negotiations.
- Learn how to set clear goals and build mutually beneficial relationships during negotiations.
- Master various negotiation techniques and strategies to influence outcomes.
- Understand the importance of active listening and questioning techniques in negotiations.
- Identify common pitfalls in negotiations and how to avoid them.
- Learn how to handle objections and difficult situations with confidence.
- Use closing techniques effectively to turn negotiations into finalized agreements.
- Implement follow-up strategies to ensure the deal remains intact post-negotiation.

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This course will also explore how to maintain a balance between assertiveness and empathy, which is essential for creating long-term customer relationships while closing profitable deals. Through role-playing exercises and real-time feedback, participants will gain hands-on experience in managing high-pressure negotiations and closing deals that benefit both parties.

Course Methodology:

This course utilizes a blend of interactive learning methods, including lectures, group discussions, role-playing scenarios, case studies, and real-world examples. Participants will actively engage in role-playing exercises to simulate actual sales negotiations, helping them build confidence in a risk-free environment. In addition, individual and group assessments will enable learners to practice closing techniques and receive constructive feedback from the instructor and peers. This combination of theory and practice ensures that participants not only understand the principles but can apply them successfully in their day-to-day work.

Who Should Take This Course:

- Sales professionals seeking to refine their negotiation skills and close more deals.
- Business development managers who wish to improve their ability to negotiate and finalize agreements with clients.
- Account managers involved in long-term client relationships and looking to close deals that benefit both parties.
- Sales managers aiming to enhance the performance of their teams in negotiation and closing strategies.
- Entrepreneurs and small business owners who handle their own sales and negotiations.
- Customer relationship managers looking to strengthen their negotiation tactics and secure better deals.





Sales Negotiation & Deal Closing Skills - Course Outlines:

Day 1: The Art of Negotiation

- Introduction to negotiation: what makes a negotiation successful?
- Understanding the different types of negotiators.
- Setting clear objectives for each negotiation.
- The psychological principles behind successful negotiations.
- Active listening and its impact on negotiations.
- Case study: Analyzing a failed negotiation.
- Role-playing exercise: Preparing for a negotiation.

Day 2: Negotiation Strategies & Tactics

- Techniques for gaining trust and building rapport.
- The importance of framing and anchoring in negotiations.
- Identifying common negotiation tactics used by clients.
- Handling difficult conversations and managing conflict.
- Role-playing exercise: Handling resistance and overcoming objections.
- Group discussion: Identifying successful negotiation strategies.

Day 3: Mastering the Closing Process

- The psychology of closing: when and how to ask for the deal.
- Key closing techniques: Assumptive, direct, and trial closing.
- Overcoming the final objections and sealing the deal.

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- Identifying signs that a deal is ready to close.
- Role-playing exercise: Closing a deal effectively.
- Techniques for handling last-minute changes and complications.

Day 4: Advanced Negotiation Techniques

- Negotiation in high-stakes and complex deals.
- The power of silence and how to use it effectively.
- Multi-party negotiations: how to handle more than one interest group.
- Win-win negotiations: creating value for both parties.
- Role-playing exercise: Multi-party negotiation scenario.
- Case study: Analyzing a successful multi-party negotiation.

Day 5: Post-Negotiation Follow-Up and Relationship Management

- Importance of follow-up after closing the deal.
- Building long-term relationships with clients.
- Measuring success: How to evaluate negotiation outcomes.
- Handling post-deal conflicts or issues.
- Building a personal negotiation style.
- Group exercise: Developing a personal action plan for negotiation and deal-closing.
- Review and final Q&A session.



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Conclusion:

By successfully completing the Sales Negotiation & Deal Closing Skills course at Gentex Training Center, participants will gain the knowledge and practical skills required to navigate any sales negotiation with confidence. The skills learned will not only help close deals more effectively but also foster stronger, long-lasting relationships with clients. This course will empower sales professionals to achieve their sales targets, enhance their performance, and improve their overall success in closing profitable deals.

