

What Keeps Your Customer up at Night?

Exercise

Sales: Becoming a Successful Negotiator

This exercise works well in small groups of four or five.

1. Ask each group to develop a list of behaviors for the successful negotiator and to identify any behaviors that should be avoided.
2. Ask each group to add its composite lists to the white board, butcher paper or on-screen class list.
3. Ask each group to report on its list and highlight the three most important items, explaining why they feel these are the most important behaviors for a successful negotiator.
4. Work with the whole group to summarize the similarities and differences among the groups.
5. Ask participants to rate themselves (using a scale from 1 to 5; 1 being the highest; five being the lowest) on the skills that the group identified as the most important.