



**MSS SUCCESS SPACES**

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## **SALES NEGOTIATION, OBJECTION HANDLING, AND CLOSING TRAINING IN THE PHILIPPINES**

**A 1-Day Practical Sales Training Program on Negotiating Value, Handling  
Customer Objections, Protecting Margins, Gaining Commitment, and Closing  
Sales Professionally**

### **TRAINING OVERVIEW**

Successful selling does not end when a product, service, or solution has been presented.

Sales professionals must also be prepared to negotiate terms, respond to customer concerns, protect the value of their offer, manage price pressure, address hesitation, and guide the customer toward a confident purchasing decision.

This 1-day **Sales Negotiation Training in the Philippines** is designed for sales executives, account managers, business development professionals, relationship managers, technical sellers, entrepreneurs, and other customer-facing employees who need to negotiate more effectively, handle objections professionally, and close sales without becoming aggressive, manipulative, or overly dependent on discounts.

Many promising sales opportunities fail to progress because sellers:

- Enter negotiations without adequate preparation
- Negotiate only about price
- Give discounts too early or without receiving anything in return
- Respond defensively to objections
- Treat customer questions as rejection
- Present excessive information without identifying the real concern
- Fail to recognize buying signals
- Avoid asking for commitment
- Use closing techniques before establishing sufficient value
- Leave meetings without agreed next steps
- Focus on winning the transaction rather than creating sustainable value

This integrated **Negotiation in Sales Training in the Philippines** helps participants understand that negotiation, objection handling, and closing are not isolated techniques. They are connected stages of a value-based sales conversation.

Participants learn how to:

- Prepare negotiation objectives, variables, and boundaries
- Understand the customer's interests, priorities, and constraints
- Protect value while remaining collaborative
- Clarify the real concern behind an objection
- Respond to price, timing, trust, need, authority, risk, and competition objections
- Recognize customer readiness and unresolved barriers
- Ask for commitment professionally
- Confirm agreements, responsibilities, and next steps
- Preserve trust and long-term customer relationships



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Using the MSS EnterTRAINment approach, the program combines practical discussions, negotiation planning exercises, buyer-seller simulations, objection-handling drills, case analysis, closing conversations, peer feedback, and personal sales action planning.

## TRAINING GOAL

To equip participants with practical sales negotiation, objection-handling, and closing skills that enable them to protect value, address customer concerns, reach mutually beneficial agreements, gain commitment, and close sales professionally.

## TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain how negotiation, objection handling, and closing fit into the overall sales process
2. Prepare negotiation objectives, priorities, variables, limits, and alternatives
3. Distinguish customer positions from underlying interests and concerns
4. Negotiate based on value rather than price alone
5. Protect margins by managing concessions strategically
6. Recognize common customer objections and identify what may be behind them
7. Apply a structured process for listening to, clarifying, and responding to objections
8. Handle price, budget, timing, competition, authority, need, trust, and risk concerns professionally
9. Recognize verbal and nonverbal buying signals
10. Select an appropriate closing approach based on customer readiness
11. Ask for commitment without becoming overly aggressive or manipulative
12. Confirm commercial agreements, responsibilities, timelines, and next steps
13. Maintain credibility, trust, and long-term customer relationships throughout the process
14. Develop a personal Sales Negotiation, Objection Handling, and Closing Action Plan

## TRAINING OUTLINE

### 1-Day Face-to-Face Sales Negotiation, Objection Handling, and Closing Training Program

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	<b>MODULE 1: PREPARING FOR VALUE-BASED SALES NEGOTIATION</b> <ul style="list-style-type: none"> <li>• Understanding negotiation within the sales process</li> <li>• Negotiation versus persuasion, bargaining, discounting, and closing</li> <li>• Competitive versus collaborative negotiation</li> <li>• Why preparation determines negotiation</li> </ul>	<b>Sales Negotiation Readiness Check</b> Participants assess their current negotiation habits, strengths, and vulnerabilities.  <b>Negotiation Planning Workshop</b> Participants prepare objectives, priorities, variables, boundaries, alternatives, and customer assumptions for a sample opportunity.



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	<p>quality</p> <ul style="list-style-type: none"> <li>• Clarifying ideal, realistic, and minimum acceptable outcomes</li> <li>• Identifying customer stakeholders, priorities, constraints, and decision criteria</li> <li>• Understanding positions versus underlying interests</li> <li>• Identifying negotiable variables beyond price</li> <li>• Preparing tradeable variables: quantity, scope, timing, payment terms, delivery, support, warranty, implementation, service levels, and contract duration</li> <li>• Understanding BATNA, reservation points, and the possible zone of agreement</li> <li>• Establishing negotiation authority and approval limits</li> <li>• Anticipating customer demands and possible responses</li> <li>• Recognizing walk-away conditions and reputational risks</li> <li>• Entering negotiations with confidence, professionalism, and ethical boundaries</li> </ul>	<p><b>Output:</b> Sales Negotiation Preparation Map</p>
<p><b>10:00–10:15 AM</b></p>	<p style="text-align: center;"><b>Morning Break</b></p>	
<p><b>10:15 AM–12:00 NN</b></p>	<p><b>MODULE 2: NEGOTIATING VALUE, TERMS, AND CONCESSIONS PROFESSIONALLY</b></p> <ul style="list-style-type: none"> <li>• Establishing a constructive negotiation climate</li> <li>• Confirming needs, value, and decision criteria before discussing concessions</li> <li>• Asking diagnostic questions during negotiation</li> <li>• Listening for interests, concerns, limitations, and hidden priorities</li> <li>• Anchoring discussions around value and outcomes</li> <li>• Presenting terms clearly and confidently</li> <li>• Handling aggressive price pressure without becoming defensive</li> <li>• Avoiding immediate or unnecessary discounting</li> <li>• The principle of trading rather than simply giving</li> <li>• Making conditional concessions: “If-then” agreements</li> </ul>	<p><b>Give, Get, or Trade? Challenge</b></p> <p>Participants evaluate possible concessions and decide what should be protected, exchanged, escalated, or declined.</p> <p><b>Buyer–Seller Negotiation Simulation</b></p> <p>Pairs negotiate a realistic sales opportunity involving price, scope, delivery, payment terms, and support.</p> <p><b>Output:</b> Value and Concession Trading Plan</p>



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	<ul style="list-style-type: none"> <li>• Exchanging lower-cost variables for higher-value outcomes</li> <li>• Managing concession size, timing, and sequence</li> <li>• Avoiding unilateral concessions and concession cascades</li> <li>• Managing silence, pressure tactics, and artificial urgency</li> <li>• Documenting points of agreement and unresolved items</li> <li>• Knowing when to pause, escalate, or walk away</li> </ul>	
<p><b>12:00 NN–1:00 PM</b></p>	<p style="text-align: center;"><b>Lunch Break</b></p>	
<p><b>1:00–3:00 PM</b></p>	<p><b>MODULE 3: HANDLING OBJECTIONS, PRICE RESISTANCE, AND CUSTOMER CONCERNS</b></p> <ul style="list-style-type: none"> <li>• Understanding objections as information rather than automatic rejection</li> <li>• Objection versus question, condition, misunderstanding, stall, and genuine deal-breaker</li> <li>• Common objection categories: price, budget, timing, need, trust, authority, risk, competition, fit, and internal priorities</li> <li>• Recognizing stated objections and underlying concerns</li> <li>• Why sellers should not respond before understanding the objection</li> <li>• Listening without interrupting or becoming defensive</li> <li>• Acknowledging the concern without immediately agreeing or conceding</li> <li>• Asking clarifying and probing questions</li> <li>• Isolating the objection from other unresolved barriers</li> <li>• Confirming the real concern before responding</li> <li>• Reconnecting concerns to customer needs, priorities, outcomes, and value</li> <li>• Responding through explanation, evidence, proof, options, demonstrations, references, and risk reduction</li> <li>• Handling “Your price is too high” without immediately discounting</li> </ul>	<p><b>Objection Decoder Exercise</b></p> <p>Participants identify whether statements represent a question, concern, stall, condition, misunderstanding, or genuine objection.</p> <p><b>Objection-Handling Clinic</b></p> <p>Participants practice handling price, timing, authority, competition, trust, and risk concerns.</p> <p><b>Output:</b> Customer Objection Response Planner</p>



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	<ul style="list-style-type: none"> <li>• Responding to competitor comparisons professionally</li> <li>• Handling delays, indecision, and “Let me think about it”</li> <li>• Knowing when an objection cannot or should not be overcome</li> </ul>	
<p><b>3:00–3:15 PM</b></p>	<p><b>Afternoon Break</b></p>	
<p><b>3:15–5:00 PM</b></p>	<p><b>MODULE 4: GAINING COMMITMENT AND CLOSING SALES WITH CONFIDENCE</b></p> <ul style="list-style-type: none"> <li>• Understanding closing as the logical outcome of value creation and trust</li> <li>• Why closing should not rely on pressure or manipulation</li> <li>• Recognizing verbal and nonverbal buying signals</li> <li>• Identifying unresolved needs, objections, risks, and decision barriers</li> <li>• Testing readiness before requesting commitment</li> <li>• Summarizing agreed needs, value, terms, and outcomes</li> <li>• Asking directly and professionally for the business</li> <li>• Selecting an appropriate closing approach</li> <li>• Direct close, summary close, alternative-choice close, next-step close, trial close, and conditional close</li> <li>• Closing complex or multi-stakeholder sales opportunities</li> <li>• Handling last-minute objections and renegotiation attempts</li> <li>• Avoiding false urgency, exaggerated scarcity, and unethical pressure</li> <li>• Confirming scope, price, terms, responsibilities, timelines, and decision authority</li> <li>• Converting verbal agreement into documented commitment</li> <li>• Establishing implementation, delivery, or onboarding next steps</li> <li>• Following through after the close</li> <li>• Preserving the relationship when the answer is “not yet” or “no”</li> </ul>	<p><b>Closing Readiness Challenge</b></p> <p>Participants examine customer scenarios and determine whether to clarify, negotiate, resolve an objection, ask for commitment, or schedule the next step.</p> <p><b>Integrated Sales Conversation Simulation</b></p> <p>Participants negotiate terms, handle objections, and close a realistic customer opportunity.</p> <p><b>Final Outputs:</b></p> <ol style="list-style-type: none"> <li>1. Sales Negotiation and Closing Conversation Plan</li> <li>2. Personal Negotiation, Objection Handling, and Closing Action Plan</li> </ol>

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## TRAINING METHODOLOGY

The program uses the MSS EnterTRAINment approach, combining practical learning, active participation, experiential application, and enjoyable sales challenges.

The methodology includes:

- Interactive lecturettes and facilitated discussions
- Sales negotiation self-assessment
- Negotiation preparation workshops
- Buyer and seller role plays
- Value-versus-price exercises
- Concession-planning challenges
- Customer-objection analysis
- Objection-handling drills
- Closing-readiness scenarios
- Integrated negotiation and closing simulations
- Peer observation and structured feedback
- Facilitator coaching and guided debriefing
- Personal sales action planning

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## KEY DESIGN STRENGTHS

- Integrates negotiation, objection handling, and closing in one coherent sales process
- Moves participants beyond price-based bargaining and aggressive closing tactics
- Develops preparation, questioning, listening, value communication, and commercial judgment
- Helps sellers protect margins and avoid unnecessary discounts
- Covers both transactional and complex sales environments
- Includes practical responses to common customer objections
- Teaches ethical, professional, and customer-centered closing approaches
- Strengthens confidence without encouraging manipulation
- Supports both immediate sales results and long-term customer relationships
- Applicable to products, services, projects, technical solutions, and professional engagements
- Produces practical tools participants can apply immediately

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## WHO SHOULD ATTEND

This Sales Negotiation, Objection Handling, and Closing Training Program is ideal for:

- Sales representatives
- Sales executives
- Account executives
- Account managers
- Key account managers
- Business development professionals
- Relationship managers



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- Technical sales professionals
- Solutions consultants
- Customer service personnel with sales responsibilities
- Entrepreneurs and business owners
- Sales supervisors and managers
- Professionals responsible for revenue generation, customer acquisition, or account growth

## EXPECTED TRAINING OUTPUTS

At the end of the program, participants will produce:

- Sales Negotiation Preparation Map**  
A structured plan covering objectives, variables, limits, alternatives, stakeholders, and likely customer concerns.
- Value and Concession Trading Plan**  
A guide for protecting value and exchanging concessions strategically.
- Customer Objection Response Planner**  
A structured approach for understanding and responding to customer concerns.
- Sales Negotiation and Closing Conversation Plan**  
A guide for moving a customer opportunity from negotiation through commitment.
- Personal Negotiation, Objection Handling, and Closing Action Plan**  
Specific behaviors and techniques the participant will apply after the training.

## SALES NEGOTIATION VERSUS ORDINARY BARGAINING

Ordinary Bargaining	Professional Sales Negotiation
Focuses mainly on price	Considers value, terms, risks, scope, and outcomes
Often begins without adequate preparation	Uses defined objectives, limits, variables, and alternatives
Makes concessions to keep the customer interested	Trades concessions for something of value
Seeks to win against the other party	Seeks a sustainable and mutually workable agreement
Reacts to customer demands	Explores interests and priorities first
May damage margins or trust	Protects commercial value and relationships
Ends when a price is agreed	Confirms all terms, responsibilities, and next steps

## THE SALES NEGOTIATION PROCESS

### 1. Prepare

Clarify:

- Desired outcome
- Minimum acceptable outcome
- Negotiable variables

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- Approval limits
- Alternatives
- Customer interests
- Possible risks
- Walk-away conditions

## 2. Explore

Understand:

- Customer priorities
- Underlying interests
- Budget limitations
- Decision criteria
- Internal stakeholders
- Concerns and risks
- Areas of flexibility

## 3. Position Value

Connect the proposed terms with:

- Customer outcomes
- Business impact
- Risk reduction
- Service quality
- Reliability
- Support
- Total cost and long-term value

## 4. Exchange

Trade rather than give.

Every meaningful concession should ideally be conditional and connected to something valuable in return.

## 5. Agree

Confirm:

- Price
- Scope
- Deliverables
- Timing
- Payment terms
- Responsibilities
- Support
- Documentation
- Next steps

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## 6. Follow Through

Deliver what was promised and protect the relationship after the agreement.

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## COMMON SALES NEGOTIATION VARIABLES

Negotiation does not have to focus only on price. Depending on the business, variables may include:

- Quantity or volume
- Product or service scope
- Delivery schedule
- Payment terms
- Contract duration
- Implementation timing
- Warranty coverage
- Technical support
- Training or onboarding
- Service-level commitments
- Customization
- Packaging
- Order frequency
- Renewal conditions
- Exclusivity
- Case-study or referral participation
- Bundling
- Minimum purchase commitments

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## A PRACTICAL OBJECTION-HANDLING FLOW

### 1. Listen

Allow the customer to explain the concern completely.

### 2. Acknowledge

Recognize the concern respectfully without immediately surrendering or arguing.

### 3. Clarify

Ask questions to understand what the customer really means.

### 4. Confirm

Restate the concern and verify that it is the actual barrier.

### 5. Respond

Use the most relevant value, evidence, explanation, option, proof point, or risk-reduction measure.

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Ask whether the response addressed the concern.

**7. Advance**

Agree on the next step or return to the commitment conversation.

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**COMMON CUSTOMER OBJECTIONS COVERED****Price Objections**

- “Your price is too high.”
- “Another supplier is cheaper.”
- “Can you give us a discount?”
- “We do not have the budget.”

**Timing Objections**

- “This is not the right time.”
- “Contact us next quarter.”
- “We are too busy to implement this now.”

**Need Objections**

- “We are satisfied with our current setup.”
- “We do not think we need this.”
- “The problem is not urgent.”

**Trust and Risk Objections**

- “How do we know this will work?”
- “We have not worked with your company before.”
- “What happens if implementation fails?”

**Authority Objections**

- “I need approval from management.”
- “The decision is not mine.”
- “We need to consult other departments.”

**Competition Objections**

- “Your competitor offers more.”
- “We already have a preferred supplier.”
- “We are considering several providers.”

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**CLOSING SALES PROFESSIONALLY**

Closing should happen when:

- The customer’s needs are understood
- The recommendation is relevant

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- Value has been established
- Decision-makers are appropriately involved
- Major concerns have been addressed
- Terms are sufficiently clear
- The customer is ready to make or advance the decision

Closing is not about forcing agreement. It is about helping the customer make the next appropriate commitment.

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## **ETHICAL SALES CLOSING PRINCIPLES**

Professional sellers should:

- Avoid misleading claims
- Avoid false scarcity or fabricated urgency
- Never hide material terms or limitations
- Confirm that the recommendation fits the customer's needs
- Respect the customer's right to decide
- Document agreements accurately
- Avoid promising what the organization cannot deliver
- Protect trust beyond the immediate transaction

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## **WHAT THIS PROGRAM IS NOT**

This program is not limited to:

- Discounting techniques
- Aggressive negotiation
- Memorized rebuttals
- Manipulative closing scripts
- Pressure selling
- Argumentative objection handling
- Price wars
- Short-term transactional tactics

It is a practical sales-development program focused on preparation, value, professional influence, mutually workable agreements, customer confidence, and sustainable sales relationships.

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## **WHY SALES NEGOTIATION, OBJECTION HANDLING, AND CLOSING TRAINING MATTERS**

Sales opportunities are frequently lost not because the offer lacks value, but because the salesperson is unprepared to negotiate, uncertain when objections arise, or uncomfortable asking for commitment.

Sellers who discount too quickly may win the transaction but weaken profitability. Sellers who argue with objections may damage trust. Sellers who avoid closing may leave qualified opportunities without direction.

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This **Sales Negotiation Training in the Philippines** helps organizations develop sales professionals who can protect value, manage customer concerns, negotiate commercially sound agreements, and close sales with confidence and professionalism.

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**COMMON SALES NEGOTIATION, OBJECTION HANDLING, AND CLOSING TOPICS**

The program may include or be customized around:

- Sales negotiation preparation
- Negotiation in sales
- Value-based negotiation
- Price negotiation
- Protecting sales margins
- Concession planning
- Handling price objections
- Objection-handling techniques
- Competitor objections
- Budget and timing concerns
- Negotiating payment and delivery terms
- Closing sales professionally
- Recognizing buying signals
- Trial closing
- Consultative closing
- Complex sales closing
- B2B sales negotiation
- Account negotiation
- Ethical sales influence
- Customer commitment and follow-through

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**RECOMMENDED FOLLOW-THROUGH PROGRAMS**

- Consultative Selling and Solution Selling
- Advanced Sales Negotiation
- Value-Based Selling
- Strategic Account Management
- Key Account Management
- B2B Prospecting and Lead Generation
- Sales Presentation Skills
- Customer Relationship Management
- Influencing and Persuasion Skills
- Sales Leadership and Team Motivation
- Customer Service Excellence
- Business Communication for Sales Professionals

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## FREQUENTLY ASKED QUESTIONS

### **What is Sales Negotiation Training?**

Sales Negotiation Training teaches sales professionals how to prepare for customer negotiations, understand interests and priorities, protect value, manage concessions, agree on commercial terms, and preserve customer relationships.

### **What is Objection Handling Training?**

Objection Handling Training helps participants understand the real concerns behind customer resistance and respond through listening, clarification, value communication, evidence, alternatives, and appropriate follow-through.

### **What is Closing Sales Training?**

Closing Sales Training develops the ability to recognize customer readiness, resolve remaining barriers, ask for commitment, confirm terms, and establish the next step without relying on excessive pressure.

### **Who should attend this program?**

The program is suitable for sales representatives, account managers, business development officers, technical sellers, solutions consultants, entrepreneurs, sales leaders, and other customer-facing professionals.

### **Is this suitable for B2B sales?**

Yes. The program is particularly useful for B2B, technical, service, project-based, and complex sales involving multiple stakeholders, commercial terms, longer decision cycles, and formal approval processes.

### **Can this also apply to B2C or retail sales?**

Yes. The principles of preparation, value communication, objection handling, commitment, and ethical closing may be adapted to consumer and retail environments.

### **Does the training include role plays?**

Yes. Participants practice buyer-seller negotiations, concession trading, objection handling, closing conversations, and integrated sales simulations.

### **Can the program be customized?**

Yes. The program may be customized around the company's products, services, pricing practices, customer segments, sales process, common objections, approval limits, and actual sales situations.

### **What outputs will participants produce?**

Participants will create a Negotiation Preparation Map, Concession Trading Plan, Objection Response Planner, Negotiation and Closing Conversation Plan, and Personal Sales Action Plan.