
Negotiation Skills for Sales Professionals

11 – 15 January 2027
Amsterdam





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Negotiation Skills for Sales Professionals is a 1-week senior sales negotiation course delivered by Mars Training Centre in London, Geneva, Vienna, Dubai, and Doha — designed for senior sellers, account directors, and commercial leaders who negotiate high-value, long-cycle deals with sophisticated counterparts.

Most sales training spends a day on negotiation and calls it done. In reality, senior commercial negotiation is its own discipline — distinct from selling, distinct from procurement, and deeply dependent on preparation, structure, and the discipline not to give value away. Modern professional buyers are trained negotiators; senior sellers facing them need at least as much method.

Across five focused days, you will work through the senior sales negotiation discipline: preparation, value framing, opening positions, concession strategy, handling procurement tactics, multi-party negotiation, and the leadership behaviours that hold the line under pressure. The programme uses regional case material and intensive negotiation practice grounded in your own real deals.

What You Will Learn

By the end of this programme, you will be able to:

- Prepare a negotiation using a structured commercial framework.
- Set credible opening positions and target outcomes.
- Quantify customer value to defend price commercially.
- Apply a disciplined concession strategy that protects margin.
- Recognise and counter common procurement tactics.
- Lead multi-issue and multi-party negotiations effectively.
- Read negotiation dynamics and shift approach in real time.
- Manage emotion, pressure, and time inside a negotiation.
- Close deals on terms that protect the long-term relationship.
- Coach a sales team in disciplined negotiation behaviour.

How You Will Benefit

You will leave with a senior negotiator's playbook — preparation, structure, concession discipline, counter-tactics — and a Mars Certificate of Completion.

Your organisation will gain a senior commercial professional who can hold price, protect margin, and close deals on terms the business can sustain.



Who This Programme Is For

This programme is designed for senior commercial and sales professionals, including:

- Senior Sales Directors and Heads of Sales
- Key Account Directors and Strategic Account Managers
- Business Development Directors negotiating major pursuits
- Commercial Directors negotiating partner and channel terms
- Enterprise Account Managers in complex industries
- Senior consultants negotiating engagement scope and price
- Senior public-sector and supplier-side commercial leaders

The seniority floor is senior manager and above. The programme is delivered in person over one week in London, Geneva, Vienna, Dubai or Doha and leads to a Mars Certificate of Completion.