

# Distance Deal Making

one-day  
fast paced  
course

- ▶ **Understand the 'golden rules' of doing remote deals**
- ▶ **Gain an insight into how to build relationships over the phone**
- ▶ **Learn to close deals with confidence and conviction**

**This fast paced, interactive workshop shows participants how to do deals on the phone or via email**



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## Distance Deal Making



**Overview** This one-day programme aims to provide participants with the skills needed to conduct business via the telephone or email. The focus of the course is on improving interpersonal skills when dealing with people who it is not possible to meet face-to-face. It covers the specific communication tools that are needed in order to build rapport, listen fully and use well-chosen questions so as to understand other people's viewpoints. By the end of the course participants should be in the position to build good quality relationships and reach win/win agreements more quickly than before.

**Learning objectives** By attending this highly interactive one-day course you will:

- ▷ **Learn how to use a powerful process for planning a 'deal making' call or email.**
- ▷ **Understand when to walk away from a deal**
- ▷ **Acquire questioning skills to uncover the other parties real needs and requirements**
- ▷ **Discover how to make proposals and counter proposals in a clear, concise and credible manner.**
- ▷ **Master a four stage method for running the negotiation over the phone**

### **Who should attend?**

The workshop will be suitable for any employee who wants to have a thorough refresher course on how to negotiate effectively via the phone or email. It is also suitable for those people who have had little formal skills training and who wish to acquire a methodical and professional approach to communicating persuasively with others when face to face contact is not possible.



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## The inner game of distance deal making

The phrase the **'inner game'** is a term borrowed from sports psychology. It is a reference to the fact that what is going on inside a person's head (their state of mind) is crucial to good performance. Here we consider the role perception and beliefs of people who are expert at doing deals via email or on the telephone.

- ▷ Examining your current beliefs
- ▷ Reviewing expert beliefs
- ▷ Making changes that you feel are appropriate for you

▶ **Exercise:** *applying the 'affirmation technique'*



## Planning to make a 'deal making' call

Ensuring that you have prepared thoroughly before phoning or emailing someone.

- ▷ Position perception (learning how to step into the other person's shoes)
- ▷ Collecting the evidence (organising the facts before you call)
- ▷ Setting goals and negotiating limits
- ▷ Identifying your 'walk away' point

▶ **Exercise:** *role-play on position perception*



## Creating rapport

Building a sense of trust and partnership with the other party is a key aspect of achieving good quality deals and reaching agreements quickly. Here we look at four methods for creating a psychological 'connection' with other people.

- ▷ Matching and leading voice qualities
- ▷ Matching and leading values
- ▷ Matching and leading jargon
- ▷ Matching and leading on sensory based language

▶ **Pairs exercise:** *practising the pacing and leading technique*



## Understanding people's needs by using logical levels diagrams

- This set of tools is concerned with asking high quality questions that map out precisely the other party's needs and requirements.
  - ▷ The logical levels concept
  - ▷ Moving up logical levels
  - ▷ Moving down logical levels
  - ▷ Softeners

▶ **Pairs exercise:** *conducting logical levels interviews on the phone*  
*asking logical levels questions via emails*



## Sending positive messages and making proposals

- Using assertive tools combined with NLP techniques to put your point of view in a firm, persuasive, courteous manner.
  - ▷ Assertive three step technique
  - ▷ Summarising
  - ▷ Behaviour labelling

## The BMC 'Deal Making' Meeting Process™

- A four step process where each letter in the key word 'deal' represents a stage in negotiating an agreement:
  - ▷ **D**raw the logical levels diagram (using the logical levels system explore the topics for discussion.)
  - ▷ **E**xplore possible deals (make proposals and give and receive concessions.)
  - ▷ **A**gree the closing position (agree the formal contract and get the main points of the agreement in writing.)
  - ▷ **L**ook at the actual results (monitor how the contract is actually implemented over time.)



**Case studies**

Participants take part in role-plays in order to practise all tools and techniques covered on the course.

▶ **Group Exercise: role plays**

**Feedback**

Feedback is based upon peer review using a BMC assessment checklist. Completing the BMC assessment checklist is not only valuable to the people involved in a given case study, it also helps those completing them to gain an in-depth understanding of the building blocks that make up an excellent negotiation meeting.

**Contact**

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