THE METHOD.

CASE STUDY: NEGOTIATION PERFORMANCE

CLIENT / CONTEXT

Alight, a global HR and employee benefits company. Eighty experienced salespeople from across Europe, each with over 10 years' experience.

THE CHALLENGE

With ambitious international growth goals resting partly on its European sales team, the organisation needed salespeople to negotiate with more confidence and control — pushing back professionally while still protecting long-term client relationships.

THE SOLUTION

THE METHOD created a negotiation Performance Programme to help experienced salespeople manage their behaviour and language under pressure, leading to more effective, productive sales conversations.

PERFORMANCE PROGRAMME

THE TOOLKITS:

- **EMBODY THE BEHAVIOURS OF A TRUSTED PARTNER**
- **FLEX MY SALES STYLE TO ENGAGE ANYONE**
- **CONFIDENTLY HANDLE DIFFICULT OBJECTIONS**

Three TOOLKITS developed participants' ability to build trust and credibility, adapt their negotiation style to different customers, remain calm and in control and push back professionally without damaging the relationship.

THE STUDIO:

- **REHEARSAL LAB**
- **PERFORMANCE COACHING**

Participants rehearsed challenging negotiation scenarios with professional actors, received individual and group coaching and prepared for specific upcoming sales meetings and negotiation challenges.

BUSINESS RESULTS

Supported the organisation's rapid growth and expansion strategy

The programme supported the business goal of equipping its European sales team with the confidence and capability to enhance negotiation performance. It also contributed to the ongoing development of the sales team, helping participants pursue preferable outcomes while sustaining long-term customer relationships.

PROFESSIONAL PERFORMANCE

96% felt better equipped to handle difficult customer negotiations.

94% felt more confident adapting their message to different customer types.

98% could communicate key business messages with greater impact.



EXPERIENCE / ADVOCACY

100% agreed they could immediately apply their new skills in the workplace.

100% agreed the programme was valuable to their role.

100% agreed the programme delivered on their objectives.

100% would recommend the programme.

"Very useful in order to use on a daily basis dealing with brokers. I can now plan and prepare for success, push back professionally and work towards mutually agreeable outcomes."

Trading Underwriter

"To put it simply, completing this course has made me more effective in my role. I most enjoyed the role-play with the actor - it put me out of my comfort zone, and I think I'll remember it for many years to come."

Workday Client Manager