



Commercial Strategy & Negotiation

 **Leverage**  
a Sales Perfect® programme

## Leverage - Negotiation for Real-World Commercial Outcomes

**Leverage** is a flexible, modular negotiation programme designed for business owners, commercial leaders, procurement, sales and teams who need practical, confidence-building negotiation capability – not theory, not theatrics, but real-world skills development that changes outcomes immediately.

Delivered through training, consultancy, coaching and specialist support, Leverage adapts to your context. Whether you need a one-off workshop, a focused intervention for a specific deal or ongoing support to embed negotiation discipline across your organisation, the programme meets you where you are.

### What will Leverage deliver?

- A shared negotiation language that aligns teams and removes internal friction
- A clear, structured negotiation process that works across sales, procurement and leadership
- Practical tools to prepare, influence and close with confidence
- Real-world case studies drawn from Large Enterprise, SME and scale-ups.
- Behavioural techniques that shift conversations from positional to collaborative
- Templates, checklists and playbooks that embed consistency long after the programme ends

## Who Leverage is for

For business owners, leaders, procurement teams, sales teams and performance coaches seeking effective and lasting negotiation skills.

- An intensive programme designed to strengthen both confidence and skills
- Hands-on methods based on real-world business problems
- Rapid advancement through live exercises and authentic scenarios
- Enterprise-level approaches tailored to fit SME needs

## How the Leverage programme works

**Leverage** can be delivered through one or more of the following options.

You can engage with a single element or combine them into a tailored programme.

### • Training Workshops

Interactive workshops develop negotiation skills through practice and real situations. Participants learn structured methods, rehearse techniques and receive practical tools to use immediately. Workshops are available as open or customised sessions for organisations.

### • Consultancy & Advice

Advisory support to identify negotiation challenges, improve your commercial stance and create strategies for key deals or partner discussions. Ideal for those facing high-stakes negotiations.

### • Coaching & Mentoring

1:1 or small-group coaching for leaders, managers and commercial teams. Reinforces negotiation discipline, builds confidence and helps individuals shift unhelpful habits. Perfect for embedding long-term behavioural change.

### • Specialist / Fractional Support

Providing ongoing support and fractional commercial leadership to enhance negotiation skills, improve deal quality and margins and foster a culture prepared for negotiations.

## You choose the level of engagement.

Begin with manageable goals, explore thoroughly or expand assistance as your requirements change.

## The Leverage framework

Here's a brief overview of the core areas that are covered:

- **Negotiation as a Daily Skill:** We start by reframing negotiation as an everyday activity, not just confined to formal settings. This helps participants recognise opportunities to shape outcomes more effectively.
- **Recognising Different Types of Negotiation:** We explore the factors that determine various negotiation scenarios and how these can inform one's behaviour and actions.
- **Preparation & Interests:** Participants will delve into the foundations of successful negotiation, including clarity on their own goals, the goals of the other party, potential trade-offs and their walk-away points. They will also learn to distinguish between positions and underlying interests.
- **Discovery & Leverage:** This session covers effective questioning to prompt action and identify priorities, as well as how to use alternatives, timing, and clarity instead of pressure.
- **The Human Element:** We will examine how behaviour, assumptions and emotions influence negotiation. Participants will learn to recognise emotional signals, both theirs and others' and use them constructively.
- **Trading & Stalled Conversations:** The focus here is on trading value rather than making concessions, using low-cost/high-value exchanges and "If you..., then we..." frameworks. We will also cover practical strategies to unstick stalled negotiations by reframing, resequencing or involving new voices.

## Programme Leadership

Keith Burgess – Group Perfect® Associate Director

Keith delivers LEVERAGE using a proven, practical framework shaped by decades of commercial leadership across BT, Jabra, Sony Mobile and multiple start-ups.

He combines strategic clarity with behavioural insight to guide teams toward disciplined, effective negotiation instead of relying on instinct.

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## Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: [enquiries@salesperfect.co.uk](mailto:enquiries@salesperfect.co.uk)

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Leverage** or another relevant Sales Perfect® programme.