Negotiation Skills for Sales and Claims Training Course

Professional Development Training Course Outline

Category	Insurance	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s competitive and dynamic business environment, mastering negotiation skills is critical for professionals in sales and claims management. Training Course on Negotiation Skills for Sales & Claims offers strategic insights and hands-on techniques tailored to help participants increase their deal-closing rates and achieve favorable outcomes. Designed for real-world application, this training enhances the ability to persuade, influence, and resolve conflicts professionally and ethically. With a focus on value-based selling and claims resolution, this course empowers learners to approach every negotiation with confidence and clarity.

Whether you're aiming to enhance client acquisition or navigate complex claims disputes, this course addresses the core competencies essential for driving results. From managing objections in sales to diffusing tension in claims discussions, participants will explore psychological tactics, communication frameworks, and decision-making strategies that turn negotiations into growth opportunities. The training incorporates live simulations, case-based learning, and expert-led facilitation for maximum impact.

Programme Curriculum

Negotiation Skills for Sales and Claims Training Course

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Course Objectives

By the end of this course, participants will be able to:

1. Apply advanced negotiation strategies for high-stakes sales.
2. Improve claims dispute resolution with evidence-based tactics.
3. Utilize emotional intelligence to build trust and rapport.
4. Master the BATNA (Best Alternative to a Negotiated Agreement) framework.
5. Handle objections using persuasive communication techniques.
6. Increase client retention through relationship-based negotiation.
7. Develop win-win solutions via integrative negotiation approaches.
8. Navigate cultural differences using cross-cultural negotiation insights.
9. Apply data-driven negotiation for fact-based discussions.
10. Manage team-based negotiations with collaborative leadership.
11. Leverage active listening to uncover underlying interests.
12. Close deals faster with strategic concession planning.
13. Evaluate negotiation success using performance analytics.

Target Audiences:

1. Sales Professionals
2. Claims Adjusters
3. Customer Service Executives
4. Business Development Managers
5. Insurance Advisors
6. Legal Consultants in Claims
7. Corporate Negotiators
8. Account Managers

Course Duration: 5 days

Course Modules

Module 1: Fundamentals of Negotiation in Sales & Claims

- Understanding negotiation dynamics
- The difference between positional vs interest-based negotiation
- Key traits of an effective negotiator
- Setting negotiation goals and priorities
- Identifying your BATNA
- **Case Study:** Resolving a high-value automotive insurance claim

Module 2: Strategic Communication & Influence

- The psychology of persuasion in negotiation

- Active listening and framing techniques
- Non-verbal communication mastery
- Developing a confident negotiation persona
- Storytelling for emotional engagement
- **Case Study:** Influencing a hesitant buyer during product upsell

Module 3: Sales Negotiation Mastery

- Overcoming objections with confidence
- Creating value propositions for high-ticket items
- Negotiation closing techniques that work
- Handling last-minute pricing resistance
- Crafting proposals that convert
- **Case Study:** Closing a $100,000 enterprise software deal

Module 4: Claims Negotiation Essentials

- Understanding the legal and ethical limits
- Documenting and presenting evidence effectively
- Managing policyholder expectations
- Settling without litigation
- Negotiating under time constraints
- **Case Study:** Resolving a complex health insurance reimbursement claim

Module 5: Emotional Intelligence & Conflict Management

- Recognizing emotional triggers
- Empathy in negotiation
- Turning conflict into collaboration
- Techniques for de-escalating tension
- Building rapport under pressure
- **Case Study:** Defusing an irate client over a delayed claim

Module 6: Data-Driven & Digital Negotiation

- Using CRM and analytics in preparation
- Virtual negotiation tools & platforms
- Leveraging market benchmarks
- Interpreting behavioral data
- Negotiating via email or chat
- **Case Study:** Remote negotiation of a multi-party digital product sale

Module 7: Cross-Cultural & Global Negotiation

- Cultural awareness in international settings
- Language and negotiation etiquette
- Avoiding common cultural missteps
- Case of high-context vs low-context negotiation styles
- Global market sensitivity practices
- **Case Study:** Negotiating with a multinational client from East Asia

Module 8: Performance Evaluation & Continuous Improvement

- Measuring negotiation effectiveness
- Post-negotiation review process
- Coaching and mentorship in negotiation

- Continuous skill development roadmap
- Incorporating feedback loops
- **Case Study:** Revamping a team's poor sales-to-close ratio

Training Methodology

- Interactive role-plays and simulations
- Case-based learning with real-world scenarios
- Group discussions and peer feedback
- Instructor-led micro-lectures with visual aids
- Hands-on negotiation labs using live tools

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com