

**2026 start dates:**



**Session 1:** June 15 - 26

**Session 2:** July 20 - 31

**Session 3:** August 10 - 21

PROFESSIONAL CERTIFICATE

# Sales And Negotiation Skills

Get practical tools and skills to negotiate confidently in any field, anywhere in the world.



## About the programme

The Sales and Negotiation Skills executive course is designed to equip professionals with the practical techniques and strategies required to succeed in today's competitive business environment.

The programme focuses on building strong sales capabilities and effective negotiation skills to create value, close deals, and build long-term business relationships.

## Who is it for?

### This course is perfect for:

- Sales Leaders** aiming to sharpen persuasive techniques.
- Client-Facing Professionals** wanting stronger deal results.
- Entrepreneurs** expanding high-value opportunities.
- Executives** focused on building long-term business relationships.

## Benefits & career impact



### Benefits to You

- ▶ Improved Sales Performance
- ▶ Stronger Negotiation Skills
- ▶ Better Relationship Management
- ▶ Career Growth Opportunities



### Benefits to Organization

- ▶ Increased Revenue and Sales
- ▶ Better Deal Outcomes
- ▶ Stronger Customer Relationships
- ▶ Competitive Advantage

## What will you learn?

- Module 1: Understanding Sales and Negotiation Skills
- Module 2: Sales and Negotiation Strategies
- Module 3: Building a Sales Relationships
- Module 4: Creativity and Emotions in Negotiation
- Module 5: Culture, Power and Influence in Negotiation
- Module 6: Sales and Negotiation Tactics
- Module 7: Negotiation Planning Through Communication
- Module 8: Negotiating Styles and Personalities
- Module 9: Avoiding Common Negotiating Pitfalls
- Module 10: The Future of Sales & Negotiation

## The LSB experience

**Expert Trainers:** Specialists keeping pace with the latest global luxury trends.

**Quality Delivery:** Annually assessed trainers ensuring high engagement.

**Practical Training:** Real-world case studies from leading iconic houses.



**Company visit & industry guest speaker**



**Vlog, group work and final presentation**



**Level**

**B1+**



**Online - 3 Months  
Campus - 4 Days**

Join the League of Leaders

Apply now to propel your career.

## Gain global skills when you study with us

At the London School of Business, joining our Sales and Negotiation Skills course offers far more than standard training. You build strong abilities needed in modern business, including clear communication, confident presenting, problem solving, teamwork, digital awareness, and the skill to work with people from different backgrounds. When you complete the course, you receive a digital Global Skills Certificate to show employers your strengths.

Our Sales and Negotiation Skills course also gives you hands-on learning beyond the classroom. Through focused sessions in networking, leadership, brand communication and career development, you strengthen your profile and prepare to stand out in competitive business settings.



## Summer school events

- ✓ WELCOME RECEPTION
- ✓ BBQ & SPORTS TOURNAMENT
- ✓ LUXURY NETWORKING EVENINGS
- ✓ FAREWELL EVENT

## Step into the world of Sales and Negotiation!



- ▶ Learn the Art of Selling.
- ▶ Negotiate with Confidence.
- ▶ Shape Your Future.



### Expert Teachers

Highly qualified, experienced and passionate about teaching.



### Prime Location

Study in the heart of London and experience world-class culture.



### Wide Range of Courses

General English, IELTS Preparation, Business English & more.



### Global Community

Join students from over 100 countries and build lifelong connections.

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