



Negotiating Skills

How Your Organization Will Benefit

When you implement Negotiating Skills, your organization will benefit from:

- Increased profits through a sales force equipped with the tools and strategies they need to negotiate more successful agreements, more often
- Increased sales productivity and effectiveness by understanding precisely when, how, and with whom to negotiate
- Stronger, more lasting customer relationships through a sales force focused on reaching mutually beneficial agreements, not just on making a sale
- Greater customer trust and loyalty by employing a collaborative approach to negotiating a solution
- A sales force equipped with the communication skills needed to successfully navigate customer emotions and objections that can knock negotiations off track and threaten the sale
- A more confident sales force by achieving greater success in their negotiations
- A common language and approach to negotiating, resulting in improved communication and teamwork
- An enhanced image in the marketplace through a more professional and productive approach to negotiating

Program Highlights

During this highly interactive workshop, participants will enhance their ability to:

- Focus on high-payoff sales opportunities by evaluating the immediate and long-term potential of each opportunity
- Optimize a powerful questioning strategy to gain a deeper, more strategic understanding of customers' high-priority business issues, needs, and objectives
- Assess, anticipate, and identify ways to overcome challenges
- More fully penetrate existing accounts by gaining access to decision makers and influencers at every level of the customer's organizations
- Leverage contacts and key customer relationships to gain access to new accounts
- Use High Impact Statements to capture decision makers' interest and attention and demonstrate the value of continuing the conversation
- Build and strengthen customer rapport by using a collaborative, customer-focused approach to addressing issues
- Develop the kind of presence and momentum within an account that leads to new opportunities to enhance a customer's situation with your organization's products or services
- Identify and align with the purchasing criteria that influence customers' decision to buy
- Create highly customized solutions that address customers' specific business issues, needs, and objectives and set your organization apart from the competition

How Learning Takes Place

Negotiating Skills offers a comprehensive approach to improving sales professionals' performance with customers. The program ensures that participants master the skills and concepts presented by employing a variety of interactive training methods:

- A prework assignment to set the stage for a successful learning experience
- Short readings to familiarize participants with program skills and concepts
- Applications exercises to enhance participants' understanding of how to apply program skills
- Video and audio to illustrate skill use in realistic negotiating situations
- Discussion to explore ideas and share best practices
- Group exercises to reinforce skill use
- Case studies to apply program concepts and skills to real-world negotiating situations
- Fully customized practice exercises to allow participants to develop and receive feedback on specific skills applied in realistic negotiating interactions