

# Professional Sales Negotiations™

## Sales

Negotiating agreements that benefit the customer, the organization, and the salesperson.

Top salespeople know that no matter what the marketplace, successful negotiations are those where everyone wins—the customer, the organization, and themselves.

Gaining customer commitment to a profitable business partnership ... that's the ultimate goal of every interaction between your salespeople and your customers. But in today's marketplace, securing customer commitment is more challenging than ever before.

Increasing competition and escalating customer demands make it difficult for salespeople to gain acceptance of an initial sales proposal. More often than not, the salesperson is expected to negotiate or risk losing the business.

### Negotiate Mutually Satisfying Agreements

To build lasting, profitable client relationships, salespeople must be able to negotiate agreements that benefit everyone: the customer, the salesperson, and their organization. *Professional Sales Negotiations™* provides your salespeople with the concepts and skills needed to steer face-to-face negotiations to a successful close. In three modules—Defining, Preparing, and Leading—the program teaches your salespeople how to:

- Determine which situations require selling skills versus transactional or consultative negotiation skills and when to use these skills.
- Analyze the customer and sales points of view to gain the perspective needed to negotiate effectively.



Developing the 21st  
century workforce™

- Develop a negotiating strategy that optimizes the outcome for all parties and results in a mutually beneficial agreement.
- Adopt a rational mindset for negotiating.
- Lead a consultative sales negotiation through to a successful conclusion.
- Redirect counterproductive behaviors to maintain a consultative approach.
- Generate variables and alternatives that satisfy the requirements of all parties and satisfy both negotiating and relationship goals.
- Utilize planning tools that enable success—in both planned and spontaneous negotiations.

### Skills Lead to Results

To ensure participants grasp and apply the new concepts and skills, the program employs a variety of interactive training methods. A resource guide and CD of tools enables review and easy application of skills.

The results? When your salespeople understand how to negotiate effectively, they not only reach more sales agreements more often, they also ensure the profitability of those agreements for your organization.

### Benefits of Using *Professional Sales Negotiations*<sup>™</sup>

#### Your salespeople will:

- Improve their sales performance by refining their ability in a critical selling skill.
- Experience more confidence in handling challenging negotiations.
- Feel a greater sense of control during negotiating sessions.
- Experience stronger salesperson/customer relationships by ensuring that the customer benefits.

#### Your customers will enjoy:

- Negotiating with salespeople interested in reaching a mutually beneficial agreement, not just a sale.

- Reaching agreements that are compatible with their organizations' needs and goals.
- Staying up-to-date on all the details and commitments of new agreements and the steps needed to finalize them.

#### Your organization will experience:

- Increased profits from giving your salespeople the know-how to negotiate for your organization's profitability, not just to close the sale.
- Shortened sales cycles by helping salespeople consider potential solutions before meeting with customers.
- An enhanced image and stronger ties with customers by showing your salespeople how to negotiate agreements with customers' best interests in mind.

### Module Highlights & Outcomes

*Professional Sales Negotiations*<sup>™</sup> is built on recent global research that identified the critical factors associated with negotiation success today and into the future. A two-day program, *Professional Sales Negotiations*<sup>™</sup> focuses on three key areas:

#### Defining the Approach

In this unit, sales negotiators learn the differences between consultative and transactional negotiating and how to recognize which approach should be taken in specific client situations. Participants also explore the concept of win-win<sup>2</sup>, which defines the true measure of success for a sales negotiation: a salesperson win, a sales organization win, and a customer win.

#### Preparing for the Negotiation

One of the conclusions of the recent research was that salespeople are often at a disadvantage in negotiations (particularly if they are negotiating with a professional buyer). This disadvantage arises from the fact that customers often prepare in greater depth than salespeople before a negotiation. As a result, a significant portion of the *Professional Sales Negotiations*<sup>™</sup> program is devoted to the salesperson's preparation. Specifically, this includes:

- **Timing:** Using a set of criteria to determine when to negotiate and when to keep selling when faced with customer issues over price, deliverables, and terms and conditions.
- **Insight:** Leveraging insight on both sides of the table - sales and the customer. Sales professionals learn to analyze the players who will be involved (styles and stakes) and the parameters that those players will work within (walk-aways, other options, must-haves, etc.)
- **Strategy:** Developing and evaluating a creative list of alternatives that can be used to alter your proposal in ways that are satisfactory to all parties involved. Specifically, includes learning the proper use of Trade-Offs, Concessions, Enhancements, and when to Split the Difference.
- **Mindset:** Conducting the mental preparation required to approach negotiations with confidence including frames of reference, building power through options, and preparing to handle counterproductive behaviors.

### Leading the Negotiation

In the final section of the program, sales professionals learn how to conduct the negotiation itself including positioning and framing the negotiation, exchanging alternatives to resolve differences, handling impasses, and securing a final agreement.

Throughout the program, participants focus on planning for their own client negotiations, brainstorming options with their peers, and practicing negotiation strategies.

## Program Specifications

### Audience

Experienced sales professionals and sales managers

### Length

2 days

### Certification length

1–1.5 days

### Format

Reading, role play, video, group discussion, exercises

### Classroom materials

Facilitator guide, participant text, charts, video

### Instruction

AchieveGlobal training performance consultant or your own AchieveGlobal-certified facilitator

### Class size

6 to 12 participants

### Prerequisites

Prior participation in face-to-face selling skills training, 2 years of selling experience, product and market knowledge, some negotiating experience

## About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions—globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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