

## **American Management Association's Strategic Sales Negotiations**

### ***Role of the Professional Salesperson***

- Understand the Difference Between Manipulative Selling and Consultative Selling
- Be Aware of Key Sales Responsibilities of Professional Salespeople

### ***Role of the Buyer Defined***

- View the Sales Negotiation Process More Objectively from the Customer's Viewpoint
- Understand the Concept of Selling Profitable Deals More Fully
- Analyze the Financial Aspects of a Deal
- Be More Aware of Your Perceptions of the Sales Negotiation Process
- Build a Stronger Foundation for Selling to a Sophisticated Buyer
- Become Familiar with Common Ploys and Countermeasures Used in Sales Negotiations

### ***Role of the Professional Salesperson Redefined***

- Understand a Typical Buyer's Motivation in Most Situations
- Differentiate Yourself from Your Competition
- Become More Aware of the Consultative Sales Process
- Understand the Difference Between Selling and Negotiating
- Understand the Importance of Selling First, Negotiating Last
- Handle Premature Negotiation Pressure from the Buyer
- Know When and When Not to Negotiate

### ***The Sales Negotiation Process***

- Identify Elements of an Offering
- Identify Negotiating Chips
- Assess and Define Negotiating Authority
- Create Value, Which Offsets the Need to Make Concessions
- Understand the Value of Maneuvering Room, Concession Planning, and Planning

## ***Using Powerful Sales Negotiation Planning Tools***

- Understand the Process of Establishing Settlement Ranges in Advance
- Understand the Concept of Planning for Concessions
- Become Familiar with the Sales Negotiation Planning Instrument
- Become Familiar with a Format for Providing Feedback on the Sales Negotiation Process

## ***A Sales Negotiation Exercise***

- Develop Settlement Ranges
- Identify Negotiation Chips
- Plan Concessions
- Complete the Sales Negotiation Planner
- Recognize the Importance of Planning
- Evaluate the Sales Negotiation Process More Fully

## ***Win-Win Sales Negotiations***

- Determine If a Sales Negotiation Was a Winner for Both Sides
- Avoid Many Critical Mistakes in Sales Negotiations
- Understand the Importance of Following Through After the Negotiation Is Completed
- Understand Your Own Effectiveness in Sales Negotiations
- Develop a Plan to Improve Your Sales Negotiation Effectiveness

## ***Power and Position in Sales Negotiations***

- Evaluate Relative Strategic Positions of the Parties to a Sales Negotiation
- Understand Fundamental Strategies for Various Power Positions
- Become Aware of Different Sources of Real and Perceived Power

## ***Increasing Your Personal Power in Sales Negotiations***

- Identify the Four Primary Negotiating Styles
- Understand the Primary Goals and Fears That Motivate Each of the Four Styles
- Apply Basic Strategies to Favorably Influence Each of the Four Styles
- Be More Effective in Persuading Buyers Who Are Different from You

### ***Case Study: Negotiating a Mutually Profitable Win-Win Sale***

- Develop a Greater Appreciation for the Importance of Internal Negotiations
- Gain Additional Experience in Developing Settlement Ranges
- Gain Additional Experience in Identifying Negotiating Chips
- Gain Additional Experience in Planning Concessions
- Gain Additional Experience in Completing the Sales Negotiation Planner
- Become More Effective in Sales Negotiation Planning
- Influence Buyer Behavior More Purposefully
- Evaluate Your Personal Performance More Fully

### ***Tips for Achieving Success as a Sales Negotiator***

- Become More Aware of Key Elements That Lead to Success in Sales Negotiations

### ***Using Powerful Sales Negotiation Planning Tools***

- Understand the Process of Establishing Settlement Ranges in Advance