

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