

# VALUE-DRIVEN NEGOTIATING™

# CURRICULUM OVERVIEW

Today's customers are more sophisticated and knowledgeable than ever.

Sales professionals must now be master negotiators to reach successful outcomes with buyers. Sales professionals must first establish and prove the value of the solution and then use that proven value to achieve a win-win outcome, whether it's negotiating with a buyer's purchasing department, managing a last-minute concession, or preventing a discount.

Value-Driven Negotiating is a highly engaging workshop that equips sales professionals to successfully find and prove the value of the solution and resolve difficult negotiating challenges collaboratively.

## Program Benefits:

- Quantify value to avoid discounting
- Planning successful sales negotiations
- Identify positions and interests
- Leverage hidden power in negotiations
- Value tradeable issues
- Define parameters and sequence offers
- How and when to use four negotiating styles
- Counter manipulative negotiating tactics

## Best for:

- Sales Professionals
- Account Executives
- Account Managers
- Inside Sales Representatives
- Other professionals with sales responsibilities

## Workshop Length:

- Two days onsite or five 2-hour VILT sessions

## Delivery Options



### Instructor-Led Training



### Virtual Instructor-Led Training

## Customization

SRG understands that each sales organization is unique, with its culture, processes, and set of abilities and challenges. Training programs include pre-training consultation and are personalized for your organization with customized case studies, examples, and exercises to make the training more relevant to program participants.



A PART OF  
SBI

## Lesson 1

### Establish Value

- Discover the tangible and intangible value the solution provides
- Expand Influence within the account
- Search for customer value-selling opportunities
- Quantify customer value with QPA formula to reduce discounting
- Create a value proposition

## Lesson 2

### Set the Stage

- Negotiating vs. selling
- Build stronger relationships with collaborative negotiating
- Analyze a negotiating situation
- Research the negotiator
- Determine your power sources
- Develop lead-in statements to set the stage for a collaborative interaction

## Lesson 3

### Identify Interests Behind Positions

- Identify interests behind positions to improve your negotiation power
- Use questioning strategies to discover interests that have the highest priority

## Lesson 4

### Identify Issues and Options

- Define negotiable issues
- Identify multiple issues
- Develop creative options

## Lesson 5

### Propose and Follow Up

- Distinguish between trades and concessions
- Identify trading ranges
- Quantify tradable issues to allow fair trading
- Develop a sequenced offer of tradeable options
- Utilize and respond to anchoring

## Lesson 6

### Negotiate

- Identify negotiating styles
- Understand collaborative & manipulative tactics
- Manage manipulative tactics and procurement actions
- Navigate adversarial negotiations
- Negotiate with procurement
- Develop a negotiation plan



# WHY SALES READINESS GROUP (SRG)

Trusted by industry-leading sales organizations



It's been fantastic working with Sales Readiness Group, I'd highly recommend working with them in the future.

Sales Readiness Strategy Lead,  
Global Tech Client



They're not just subject matter experts, but they're true learning and development professionals.

Carrie Konior,  
Director of Sales Development, ABM

## A complete sales training system

### Sales Training is a Process, Not an Event

Our training programs are not single events but rather part of an overall sales training system designed to create sustainable changes in sales behaviors. The net result is that our training sticks.

### Our comprehensive approach includes:



#### Consultation

Committed to understanding your business goals first.



#### Customization

So the training is highly relevant for real-work challenges.



#### Reinforcement

Ongoing reinforcement to make new habits stick.



#### Experiential Training

Because participants learn best by doing.



#### Measurement

Assess the impact of the training program.

## When results matter, choose an experienced training company with a track record of success.

Our leadership team brings over 100 years of combined sales and sales management experience to the table. We've successfully trained organizations in competitive industries like Life Sciences, Technology, Financial Services, Professional Services, and Manufacturing.

That's why Selling Power Magazine has ranked us as a Top Sales Training Company for over a decade.

[SCHEDULE A CONSULTATION](#)



A PART OF  
SBI