



Curriculum Overview

VALUE-DRIVEN NEGOTIATING



Value-Driven Negotiating: Curriculum Overview

Today's customers are more sophisticated and knowledgeable than ever. To reach successful outcomes with buyers, sales professionals must now be master negotiators. 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 is 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 in a collaborative manner.

How Your Sales Team Will Benefit

- ▶ Quantify and prove the value of their solution
- ▶ How to strategically plan a negotiation
- ▶ Identify shared interests with the customer
- ▶ Use questioning strategies to reveal positions and interests
- ▶ How to value tradable issues
- ▶ Define negotiating parameters and sequencing offers
- ▶ Counter manipulative negotiating tactics
- ▶ Build stronger relationships through collaborative negotiating

Delivery Options

- ▶ Onsite
- ▶ Live Virtual Classroom
- ▶ Blended

Program Materials

- ▶ Participant Workbook
- ▶ Negotiating Tools & Planners
- ▶ Job Aides

Customization:

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

Licensing:

If you have a large sales organization, an internal training department or are rapidly growing, the Comprehensive Selling Skills program can be licensed and delivered using your facilitators. Under our flexible, cost-effective license terms, you can customize, repurpose, and deliver the curriculum whenever and as often as you like. Sales Readiness Group also supports your internal trainers with a Train-the-Trainer certification program on how to deliver the Value-Driven Negotiating program, including how to facilitate the program virtually.

Value-Driven Negotiating: Curriculum Overview

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
- ▶ Quantify and prove the value of the solution so that the customer will focus on value, not price
- ▶ Create a value proposition

Lesson 2 | Set the Stage

- ▶ Describe the negotiation process and how it aligns with the sales process
- ▶ Develop a plan to have a successful collaborative negotiation
- ▶ Build stronger relationships with collaborative negotiating
- ▶ Analyze a negotiating situation
- ▶ Research the Negotiator
- ▶ Determine 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 negotiation power
- ▶ Practice questioning strategies to help discover interests that have the highest priority

Lesson 4 | Identify Issues and Options

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

Lesson 5 | Prepare Offers and Trades

- ▶ 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 principles of anchoring

Lesson 6 | Negotiate

- ▶ Identify negotiating styles and use the appropriate negotiating tactics
- ▶ Understand collaborative & manipulative tactics
- ▶ Manage manipulative tactics and procurement actions
- ▶ Navigate adversarial negotiations
- ▶ Negotiate with procurement
- ▶ Build, practice and revise a negotiation plan