

CREATE AND CLAIM MORE VALUE

THE CHALLENGE

How well do your client-facing people negotiate? Do you ever leave anything on the table or give something for nothing? Do you ever win a deal only to lose it—or part of it—when negotiating terms? Most important, do you and your clients walk away feeling that there has been a fair value exchange?

The ability to negotiate with the intent to achieve win-win outcomes is critical to long term success. To get really good, you need to consistently apply key win-win mindsets and principles with effective dialogue techniques and a repeatable negotiations planning and execution process. This will help you gain the confidence and skill you need to appropriately balance value creation for the client as well as claim and capture value for your organization.

WHAT MAKES THE DIFFERENCE?

During the work session, you will apply what you learn to your own negotiation opportunities and receive expert how-to strategies and tools to improve your proficiency. The goal is to stop discounting and start creating effective value exchanges through deliberate practice, over time.

INCLUDED IN THIS ONE-DAY PROGRAM

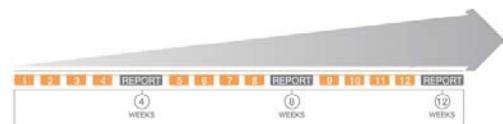
- **Foundational Mindsets of Successful Negotiations**
- **Power Through Preparation: Build and Practice an Effective Negotiation Plan**
 - Understand the Client
 - Anchoring: Start Strong, End Strong
 - Evaluate Pressures and Fears
 - Begin the Negotiation: Opening Statement
 - Creating Options for Value Exchange
- **Handling Objections**
 - Price and Non-price Objections
- **Simulation Practice**
 - Deliver Opening Statement
 - React to Initial Pushbacks
 - Explore Value Exchanges
 - Handle Predictable Objections
 - Enable a Win-Win Outcome



In the end, an organization is nothing more than the collective capacity of its people to create value.

—Louis Gerstner, former Chair and CEO of IBM

12-WEEK IMPLEMENTATION PLAYBOOK



- Each week for 12 weeks, participants will work on playbook activities that support and sustain what they learned in the live work session. The playbook phase is the key to the implementation of negotiation skills and tools.
- Participants hold themselves accountable through regularly scheduled check-ins with their leaders and coaching sessions with their team members.

For more information about FranklinCovey's *Negotiation*, contact your client partner or call 1-800-707-5191.