

VALUE NEGOTIATION



Product Description

Value Negotiation arms sellers with a process, tools and techniques that allow them to negotiate on value rather than price or other mandates for concessions. This approach provides better control over the negotiation process, preserving strategic priorities, margins, forecast accuracy and customer relationships. Our Value Negotiation methodology leverages the compelling value and differentiation of a company's offerings, enabling sales teams to capitalize on that differentiation throughout the entire sales and negotiation process.

Your sales team will learn to create and execute negotiation strategies that drive customer value and improve relationships with key decision makers.

Value Negotiation will help you:

- Create a negotiation planner that provides guidance on how to define a negotiation strategy for each deal, then align it with the sales process during each phase of the campaign
- Understand the best practices and counter-tactics required to execute a negotiation strategy that protects and enhances value in the late stages of the deal.
- Change the conversation in a sales negotiation from a conflict-based, tactical exchange to a value-based, relationship-oriented interchange.

Course Curriculum

First, we work with your executive management team to develop a Negotiation Framework for your company. This 2-day instructor-led, interactive workshop will define your overall negotiation strategy, including the negotiable items that are acceptable to the multiple departments across your organization.

After the workshop, our instructors will lead a 2-day interactive training that will help your sales team master the negotiation process and learn how to leverage the Negotiation Framework at each stage of your sales process. Your reps will work with real-life deals and determine how to execute their negotiation strategy with even their most challenging tactical negotiating customers.

Results Gained:

- Keeping Value in the Deal
- Understanding Competitor Influence
- Leverage and Protect Relationships
- Improved Ability to Drive Great Outcomes with Professional Buyers

Value Negotiation



Conventional negotiation strategies learned through experience may help sellers in some ways, but tactical maneuvers alone will never provide the kind of framework your sales team needs to consistently negotiate great deals for your company. Shift the mindset of your entire sales organization. Stop event-based negotiations and make negotiating an integral part of the entire sales process.

Let's Get Started!