

# VALUE NEGOTIATION

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## A Sales Leader's Playbook for Success

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Successful Sales Negotiation depends on more than just an individual seller's set of skills. Mastering tactical maneuvers will never provide the kind of framework your sales team needs to consistently win great deals for your company.

An effective Sales Negotiation process (1) leverages the value and differentiation of your company's offerings, (2) creates alignment across internal departments and (3) provides sellers with a repeatable framework to use successfully in the field.

This Playbook contains tools and techniques to help you define an effective Sales Negotiation process for your team; a process that places customer value at the top of the list and creates consistency for both your sellers and your sales organization.

Inside You'll Find:

- 3 Key Tools Every Seller Needs for Success
- Essential Questions to Help Develop a Great Deal
- Success Checklist for a Winning Negotiation

### Use This Playbook To:

- ✓ Leverage Your Value and Differentiation
- ✓ Create Alignment Across Internal Departments
- ✓ Provide Sellers With a Repeatable Framework to Position Value



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## Tools for Success

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### 3 Tools to Drive Consistent Results

These three tools help sales organizations create consistency and alignment around their negotiation process. They're sales consumable, which we define as practical and repeatable for every customer and every seller.

Focused on your unique market value, these tools provide a framework to clearly define what constitutes a great deal for your company and create a structure for leveraging value as a key component in every deal.

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#### 1 Negotiation Guide

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A Negotiation Framework drives consistency around your sales organization's negotiation process. It helps you define what a great deal looks like for your company, and aligns internal resources around that agreed-upon definition. The framework also leverages your key messages of value and allows you to deliver them consistently throughout the sales process.

#### 2 Value Negotiation Planner

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Gathering key information about each buyer and communicating value in each deal is essential for successful customer negotiations. A Negotiation Planner helps your team gather and compile key information about each deal and leverage it, from a single point of reference, throughout your sales process.

#### 3 Multiple Options

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When you outline multiple options for each customer, sales reps have well-defined and consistent options to leverage in their negotiations. Agreement on this pre-defined criteria also creates needed alignment within your organization and gives reps confidence to position your value and move a deal forward more quickly.

# DEVELOPING A GREAT DEAL

## Essential Negotiation Key Points Leaders Should Define for Sellers

**Questions. You Know They're Coming.**  
From Buyers to Sellers. From Sellers to You.

You expect your sellers to successfully negotiate winning deals. Yet, with Sales Negotiations, come questions and expectations from both your buyer and your own sales organization. Do your sellers have a negotiation framework that defines the processes and tools they need to negotiate deals with confidence? Make sure your sellers have the answers to these key questions:

### 1 What Makes a Great Deal?

Sellers should know what your company defines as the key components of a great outcome. Knowing this definition allows sellers to balance your organizational priorities with what's valuable and important to the buyer.



### 2 What Are the Most Likely Alternatives?

Define a discovery process for your sellers that uncovers and assesses what the customer considers the most likely alternatives to your deal. Are they considering bringing it back in-house? Is one of your competitors leading the pack? What are the underlying factors influencing their decision? Providing this perspective helps sellers position your value in a way that is better than the most likely alternatives.




### 3 What Are Your Anchors?

Sellers should understand the key anchors you've defined to support the sales negotiations process, and the reasons each of those anchors is important. In addition, sellers should have a clearly-defined list of acceptable trades and know how to position those trades in a way that leverages your value proposition.



# VALUE NEGOTIATION

## Success Checklist



### Define Your Value

Make sure sellers can consistently define the Positive Business Outcomes each customer wants to achieve, as well as the Positive Business Outcomes your company has prioritized.



### Create Roles and Expectations

Everyone on your team needs to understand their role in a successful negotiation and what's expected of them.



### Define Your Strategy

Make sure your sellers understand your negotiation anchors and know how to prioritize them during sales negotiations. This lays the groundwork for consistently achieving your organization's sales objectives.



### Present Multiple Options

Define two or three bundled offers that represent your value differently, but are all acceptable for your sellers to use.



### Broaden Customer Conversations

Teach sellers to keep their negotiation conversations focused on the value of your entire offering, not narrowly focused on a single issue.



### Don't Concede, Trade

Your negotiation process should support sellers leveraging value through acceptable trades, not making concessions on a single item.



## How many deals do you need to close this quarter?

Create a Negotiation Process that Preserves Margins and Increases Revenue

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Speak with one of our professional Sales Consultants who will guide you through the process.

[GET STARTED](#)

