

Value Negotiating

About this Workshop

Value negotiators view the negotiation process as an opportunity to learn more about the attitudes, beliefs and needs of their clients. As a result, the solutions that they provide are clearly in line with the true value needs of their customers. When viewed this way, the negotiation process can be a rewarding experience for both seller and buyer.

This workshop provides sales professionals with the negotiation skills they need to effectively sell value over price and, as a result, form and maintain long lasting profitable relationships with current and future customers.

After completing this program, you will be able to

Workshop Learning Objectives

- Determine your current negotiating behaviors and the ones you need to implement.
- Illustrate the differences between traditional-competitive, win-win, and Value Negotiating.
- List the outcomes sought by Value Negotiating.
- Explain the impact of the buyer/seller dynamics on negotiation outcomes.
- Describe how a client's relationship status can affect a negotiation.
- Identify the various power sources in negotiations.
- Recognize different negotiating styles and how to effectively manage them.
- Detail client information, relationship status and negotiation styles.
- Use value matching to create a value proposition.
- Develop questions to confirm understanding, highlight business impact, and present viable options.
- Formulate transactional and relational objectives.
- Set optimistic, and realistic and reserve levels on each issue discussed.
- Develop tradeoff, concession and next best alternative strategies.
- Draft a meeting agenda.
- Build a problem solving environment (PSE).
- Use the opening ceremonies of a negotiation to establish an appropriate foundation for effective Value Negotiating.
- Ask the appropriate questions to validate your Value Proposition
- Use the LAQuER approach to placate objections and defend your positions
- Implement a closure strategy for reaching an agreement.

Who Should Attend

This program is intended for seasoned sales professionals and sales managers. It is highly recommended that those attending this workshop have been exposed to basic selling skills.

