

## 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.

