



Winning Interactive Negotiations

The Challenge

Customers today are more astute and better informed about their alternative options and sources of supply. They are better equipped to negotiate and are probably thoroughly educated about your competition. They demand the best price as well as the best "deal". They are typically unwilling to accept your initial sales proposal without (sometimes substantial) modification. Often, they attempt to fragment the proposal, leading sales to bargain on individual points before the actual selling effort has been completed.

It is often at this point that the seller falters, and the sales value is lost. Customer demands erode value, while the seller's inability to respond to demands for concessions leads the seller to reduce the value in order to close the deal. In effect, the salesperson "buys the sale."

Research suggests that sellers are challenged by the negotiation process, as they see it as difficult and problematic. The premise behind WIN is that the process of negotiation is actually simple and very learnable. The complexity comes when applying the "negotiation template to the terms and conditions of each sale, to the components of the sale itself. Negotiation, then, as taught in WIN, is a process that is simple in structure even while challenging in execution. Once the negotiation process is mastered, the seller can focus on the challenges of applying the process to individual sales and negotiation scenarios that will always vary in complexity.

Target Population

Sales Professionals with a minimum of one year selling experience, and who have the authority to negotiate at some level with a customer.

Length

Two days

Program Outcomes

Winning Interactive Negotiations is a two day, highly interactive video-based workshop, designed to equip sellers, and anyone else in your organization who conducts negotiations, with the skills needed to retain the value of whatever they are proposing in the face of demands for concessions. Participants, through their active involvement, will be able to:

- n define what a negotiation is, what it is not, and when it fits effectively in the sales cycle
- n determine when they should be selling and when they should be negotiating
- n gain time to present a suitable response
- n develop value based win-win solutions and alternatives
- n negotiate alternatives as necessary and sell their solutions
- n respond appropriately to emotions expressed by the customer

Skills Based Modules

WIN is organized around seven modules, each designed to introduce a specific segment of the program content. Let's review each module:

Pre-Work

The **Pre-Work** provides:

- n The definition of negotiating and overview of key concepts and terms
- n A practical, comprehensive review of the tricks, traps, and ploys customers use
- n A preparatory assignment based on selecting an individual account for use in a session workshop

Introduction

The **Introduction** provides:

- An intensive examination of the context of negotiation for both sales and non-sales situations
- A study of the "filters" to use to determine the extent and severity of a negotiation situation

Demands and Recovery

The unit **Demands and Recovery** provides:

- The skill set used to "buy time" in the face of a customer demand for a concession
- The skill set, expressed by the acronym "ACTIVE," which enables negotiators to acknowledge concerns, refocus on value, and gain time to respond, thus avoiding conceding to "on-the-spot" demands

Developing a Strategy

The unit **Developing a Strategy** provides:

- Tools to analyze and strategize a response to a demand for a concession
- The acronym, ARTFUL, which expresses the steps of analyzing the situation, determining the negotiation range, developing trade-offs, identifying satisfactory fallback positions, unifying the counter-proposal, and leveraging sales and negotiated value

Selling Your Solution

The unit **Selling Your Solution** provides:

- Presentation and verbal skill sets (expressed in the acronyms SOLVE and CAP) that enable your people to conduct face to face negotiation by focusing on the bigger picture, and retaining value for all parties
- Verbal techniques to introduce fallback positions in the event of rejection of the preferred solution

The Human Dimension

The unit on the **Human Dimension** provides:

- An examination of the "emotional element" that often colors and complicates negotiations, and a methodology for responding to the range of possible customer emotions
- A strategy for responding to the impact of customer emotion and customer ploys designed to throw the negotiator off-balance

Negotiation Planner

The take-away **Negotiation Planner** provides:

- A comprehensive planner for use back on the job, containing all the tools used in the program, terms, definitions, skill sets and techniques

Benefits of WIN

WIN is a dynamic professional development experience. Benefits include:

- Your people will learn a simple, easy to remember approach to negotiation
- Participants will know when they are selling and when they are in a negotiation
- Ensuring that the value of your whole proposal is considered instead of just the pieces the customer may want to pick apart
- Permits the negotiation to end in a way that does not give away the value you have worked so hard to gain.
- Ensures the other party walks away feeling that they have received a good deal
- Secures more equitable business, while retaining value and competitive advantage

