

THE ART OF NEGOTIATIONS

"We often meet purchaser who only focus on getting us to lower our prices. Giving discounts was our way of winning deals. Now we have changed the strategy and are making an effort to find other values for the customer's organization, not just the purchaser. We highlight our "wins" early on and create a list of what we can give to the customer. We can see through the customer's negotiation strategies before it is too late. Our new way of setting up a negotiation in several steps has helped us increase the margin by an average of 14 %."

TARGET GROUP

All sellers, managers and consulting managers who negotiate agreements and meet professional customers.

GOAL

Do you love to negotiate? Or do you get an aching stomach when negotiating price? While doing this e-training, you will get tools for doing win-win negotiations, where you as well as

your customer will be winners and business will be better. With mega-competition and price transparency driven by the internet and price comparisons the price easily comes into focus, not the solution or value. Imagine you could plan the negotiation, help the customer see "wins" beside the price and be able to get through your interests or agreement points in the negotiations, would the business not be more profitable? Would that not increase the value for you as well as your customers?

When new demands for discounts and conditions come up late in the discussion of the deal, it is important to be able to stay cool and have a clear negotiation strategy to be able to get the deal.

The goals of this e-training are that you shall be able to close more deals, increase your business margin and create agreements that are beneficial to both you and your customer. And that you feel safer before and during a negotiation.

10 SKILLS YOU WILL GET TO LEARN

- ✓ When and how the customer negotiates during the buying process
- ✓ How to defend your price to build credibility, customer stories and ROI
- ✓ How to plan your negotiation in several steps (solution, technology, finances and conditions)
- ✓ How to give and take in a way that seems fair in order to create a give and take list as well as a list of what is not negotiable
- ✓ Evaluating your negotiation power and negotiation position with the sales compass
- ✓ Asking questions in the right way to explore the negotiation space
- ✓ How to set the negotiation space before the negotiation begins and find the green zone
- ✓ How purchasers negotiate (seven negotiation strategies)
- ✓ How to conduct a professional negotiation in five steps
- ✓ Negotiation theory: win-win and win / lose

Jens Edgren, CEO of Sales Makeover



CONTENTS

- How to think win-win and avoid “win / lose”
- Knowledge evaluation, goals and expectations
- When and how the customer negotiates during the buying process
- Widening the contact area and find the right decision-makers
- Asking questions in the right way to explore the negotiation space
- How to plan your negotiation in several steps (solution, technology, finances and conditions)
- How to set the negotiation space before the negotiation begins and find the green zone
- How to conduct a professional negotiation in five steps
- How to give and take in a way that seems fair in order to create a give and take list and a list of what is not negotiable
- How to create a situation where you can get a deal (who should be involved, what roles do they have and what resources are needed to get an agreement?)
- How to defend your price to build credibility, customer stories & ROI

- **How buyers negotiate (seven negotiation strategies):**
 1. Salami negotiation, 2. Good guy / bad guy, 3. Ghost negotiation, 4. Danish negotiation, 5. Low-balling, 6. The honest, 7. Psychological actions
- **How to handle the customers’ negotiation tricks to get you off balance and lower your price:**
 1. Time out, 2. Internal attachment, 3. Clarifying the state of the negotiation (what is to be negotiated and what is done?), 4. Documentation during the negotiation
- **How to build your mental strength (coming back from a disadvantage)**
- **Tasks to get started with your negotiations**
- **Extra material, movies and role-plays**

The e-training The art of negotiations will, including all the tasks, take 4-8 hours.

When you have completed all the tasks and quizzes, you will receive an elegant The art of negotiations® diploma and a course certificate.

SALES TOOLS

- ✓ Template for negotiation strategies
- ✓ Template for give and take list

- ✓ Template for evaluating a negotiation
- ✓ Template for financial calculation

- ✓ Schedule for mental training
- ✓ Bonus material with tips and tricks

GET THE MOST OF OUR E-TRAININGS

To get the most out of this e-training, we suggest that you supplement it with a selection of our other e-trainings and do them in the following order. Here are some of our recommendations for different professional roles:

FOR SELLERS

New as a seller ▶ Solution Selling Fundamentals ▶ Solution Selling Advanced ▶ Social Selling ▶ The art of cold calling
▶ **The art of negotiating** ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR SALES MANAGERS

B2B Sales Management ▶ Social Selling ▶ The art of booking customer meetings ▶ **The art of negotiation**
▶ Virtual sales meetings ▶ Virtual sales presentations

FOR KEY ACCOUNT MANAGERS

KAM: Strategic sales ▶ KAM: Leading customer teams
▶ Social Selling ▶ The art of booking customer meetings
▶ **The art of negotiating** ▶ Virtual sales meetings
▶ Virtual sales presentations

FOR CONSULTANTS

Solution Selling for consultants ▶ Social Selling
▶ Virtual sales meetings ▶ Virtual sales presentations



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NEGOTIATION

ABOUT THE E-TRAINING

Salesmakeover’s Power Negotiations® e-training provides knowledge that is quickly translated into new selling skills.

Reflection, Action, Knowledge (RAK)

Each segment of the e-training contains several short videos, with instructions and role plays, texts and tasks as well as a reflection. The reflection is shared with everyone who has attended the e-training or within your training group (company-adapted e-training). You will receive feedback on the tasks and reflections from Salesmakeover’s certified instructors.

The training ends with a quiz and practical tasks where you can apply the knowledge in your sales work.

SALES MAKEOVER

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