

VALUE NEGOTIATION

“I’M NOT SURE I HAVE THE RIGHT DECISION MAKERS IN THE ROOM.”

Identify key customer roles within the business negotiation process to ensure that you make commitments only when the right decision makers are in the room.

“I HAVE A HARD TIME JUSTIFYING OUR PRICES.”

Base the negotiation process on your ability to meet the customer’s unique business needs.

“IF I MAKE A CONCESSION, I WANT TO MAKE SURE I GET SOMETHING IN RETURN.”

Turn a zero-sum negotiation (where someone wins and someone loses) into a win-win negotiation (where both parties cooperate to achieve a mutually beneficial agreement.)

Create a framework for your sales team to ...

“leverage the customers’ point of view and successfully lead business negotiations that produce a mutually beneficial, win-win solution for both parties.”

Value Negotiation Workshop

Force Management’s Value Negotiation Workshop provides your sales team with the critical skills necessary to prepare for successful business negotiations and ensure customer satisfaction and sales success.

Your sales team will learn to lead cooperative, integrative negotiations that drive customer value and build relationships through:

- Commonality
- Credibility
- Communication
- Commitment

Our interactive approach is based on state-of-the-art learning models which include customized and interactive business case studies, role plays and exercises that leverage real-world negotiation scenarios. Because Force Management’s approach places a premium on adoption, our workshop includes practical tools such as our Negotiation Planner, which enables your sales team to put key negotiation techniques into practice the moment they walk out of the classroom.

Course Curriculum

This 2-day instructor-led, interactive workshop will help your sales team master the negotiation process. They’ll learn how to define a customer’s unique business needs and to align the customer conversation around meeting those needs.

TARGET GROUP:

Sales Management, Sales Executives

WORKSHOP MODULES:

- Leveraging Negotiation To Drive High Contribution Margin
- Preparing for Successful Customer Negotiation
- Differentiating Your Solutions and Articulating Value
- Addressing Factors That Impact Your Negotiation Outcomes
- Navigating Relationships and Authority
- Determining Your Best Negotiation Techniques
- Using Easy and Practical Tools – Negotiation Planner