LEADING A CONSULTATIVE NEGOTIATION

DURING THE NEGOTIATION CONVERSATION, FOCUS ON THE FOLLOWING SKILL STEPS:	WHAT DID THE SALESPERSON SAY?
Position the negotiation.	
 Frame the negotiation by restating the proposal and concerns. Briefly review the history of the sale or negotiation. Emphasize the benefits to the customer of reaching agreement. Highlight the areas of agreement in your proposal and the customer needs they satisfy. 	
 Establish the agenda by defining the topics of discussion and the order. Verify any customer concerns about your proposal. Confirm that no new concerns have come up. 	
Resolve differences.	
 Define the difference. Clarify/confirm the what and why of customer needs. State the what and why of sales needs. 	
 Exchange alternatives. Test your alternatives. Invite customer suggestions. Discuss the impact of alternatives. 	
 Gain provisional agreement. Confirm acceptability of the resolution. Put it aside as a viable option rather than committing to it. Continue to resolve additional differences. 	
Secure final agreement.	
☐ Summarize the new proposal.	
☐ Highlight the benefits.	
☐ Clarify steps to finalize an agreement.	
Redirect counterproductive behavior.	
☐ Maintain a consultative approach.	
☐ Refocus the conversation.	
☐ Discuss the impact of the behavior, if necessary.	
Work through an impasse.	
☐ Acknowledge the impasse.	
☐ Establish a reason for persevering.	
☐ Suggest a temporary change of pace.	

FEEDBACK DISCUSSION QUESTIONS

ASK THE SALESPERSON:

- Which skill steps in the negotiation model did you apply well?
- Which skill steps would you like to have applied more effectively? Why?
- Are you happy with the agreement? Why or why not?

OFFER YOUR OWN OBSERVATIONS:

- What the salesperson did well.
- What the salesperson might do differently next time.