

Professional Sales Negotiations®

Training

Negotiating agreements that benefit the customer, the organization, and the salesperson

Top salespeople know that no matter what the marketplace, successful negotiations are those where everyone wins—the customer, the organization, and themselves.

Gaining customer commitment to a profitable business partnership ... that's the ultimate goal of every interaction between your salespeople and your customers. But in today's marketplace, securing customer commitment is more challenging than ever before.

Increasing competition and escalating customer demands make it difficult for salespeople to gain acceptance of an initial sales proposal. More often than not, the salesperson is expected to negotiate or risk losing the business.

Negotiate Mutually Satisfying Agreements

To build lasting, profitable client relationships, salespeople must be able to negotiate agreements that benefit everyone: the customer, the salesperson, and their organization. *Professional Sales Negotiations®* provides your salespeople with the concepts and skills needed to steer face-to-face negotiations to a successful close. In three modules—Defining, Preparing, and Leading—the program teaches your salespeople how to:

- Determine which situations require selling skills versus transactional or consultative negotiation skills and when to use these skills.
- Analyze the customer and sales points of view to gain the perspective needed to negotiate effectively.
- Develop a negotiating strategy that optimizes the outcome for all parties and results in a mutually beneficial agreement.

- Adopt a rational mindset for negotiating.
- Lead a consultative sales negotiation through to a successful conclusion.
- Redirect counterproductive behaviors to maintain a consultative approach.
- Generate variables and alternatives that satisfy the requirements of all parties and satisfy both negotiating and relationship goals.
- Utilize planning tools that enable success—in both planned and spontaneous negotiations.

Skills Lead to Results

To ensure participants grasp and apply the new concepts and skills, the program employs a variety of interactive training methods. A resource guide and CD of tools enables review and easy application of skills.

The results? When your salespeople understand how to negotiate effectively, they not only reach more sales agreements more often, they also ensure the profitability of those agreements for your organization.

Benefits of Using *Professional Sales Negotiations*[®]

Your salespeople will:

- Improve their sales performance by refining their ability in a critical selling skill.
- Experience more confidence in handling challenging negotiations.
- Feel a greater sense of control during negotiating sessions.
- Experience stronger salesperson/customer relationships by ensuring that the customer benefits.

Your customers will enjoy:

- Negotiating with salespeople interested in reaching a mutually beneficial agreement, not just a sale.
- Reaching agreements that are compatible with their organizations' needs and goals.
- Staying up-to-date on all the details and commitments of new agreements and the steps needed to finalize them.

Your organization will experience:

- Increased profits from giving your salespeople the know-how to negotiate for your organization's profitability, not just to close the sale.
- Shortened sales cycles by helping salespeople consider potential solutions before meeting with customers.
- An enhanced image and stronger ties with customers by showing your salespeople how to negotiate agreements with customers' best interests in mind.

Module Highlights & Outcomes

Professional Sales Negotiations[®] is built on global research that identified the critical factors associated with negotiation success today and into the future. A two-day program, *Professional Sales Negotiations*[®] focuses on three key areas:

Defining the Approach

In this unit, sales negotiators learn the differences between consultative and transactional negotiating and how to recognize which approach should be taken in specific client situations. Participants also explore the concept of win-win, which defines the true measure of success for a sales negotiation: a customer win, a salesperson win, and a sales organization win.

Preparing for the Negotiation

One of the conclusions of the recent research was that salespeople are often at a disadvantage in negotiations (particularly if they are negotiating with a professional buyer). This disadvantage arises from the fact that customers often prepare in greater depth than salespeople before a negotiation. As a result, a significant portion of the *Professional Sales Negotiations*[®] program is devoted to the salesperson's preparation. Specifically, this includes:

Timing: Using a set of criteria to determine when to negotiate and when to keep selling when faced with customer issues over price, deliverables, and terms and conditions.

Insight: Leveraging insight on both sides of the table - sales and the customer. Sales professionals learn to analyze the players who will be involved (styles and stakes) and the parameters that those players will work within (walk-aways, other options, must-haves, etc.)

Strategy: Developing and evaluating a creative list of alternatives that can be used to alter your proposal in ways that are satisfactory to all parties involved. Specifically, includes learning the proper use of Trade-Offs, Concessions, Enhancements, and when to Split the Difference.

Mindset: Conducting the mental preparation required to approach negotiations with confidence including frames of reference, building power through options, and preparing to handle counterproductive behaviors.

Leading the Negotiation

In the final section of the program, sales professionals learn how to conduct the negotiation itself including positioning and framing the negotiation, exchanging alternatives to resolve differences, handling impasses, and securing a final agreement.

Throughout the program, participants focus on planning for their own client negotiations, brainstorming options with their peers, and practicing negotiation strategies.

Program Specifications

Audience

Experienced sales professionals and sales managers

Classroom Session Length

2 day workshop; also available in virtual format

Certification Length

1–1.5 days

Format

Reading, role play, video, group discussion, exercises

Classroom Materials

Facilitator guide, participant text, charts, video

Prerequisites

Prior participation in face-to-face selling skills training, 2 years of selling experience, product and market knowledge, some negotiating experience

Instruction

Miller Heiman Group training performance consultant or your own MHG-certified instructor.



About the Miller Heiman Group

The Miller Heiman Group helps you compete for high-value, business-to-business sales development strategies, processes and skills to consistently win business—especially when the sales process is complex and the marketplace is demanding.

MHG is the world's largest sales performance consulting and training firm, and quite simply, nobody knows sales performance better than we do.