



Negotiating Value™

Strengthen Your Negotiation Position

Being an effective negotiator takes knowledge, planning, and courage.

Negotiating is not selling. And, it is not giving discounts.

In Signature Worldwide's **Negotiating Value™** session, participants discuss what negotiations are, what they are not, and what factors affect them. They will learn to recognize buyer characteristics by what is said and how it is said, and to create a negotiating strategy to deal with them. In addition, time will be spent on practicing their strategy.

Strong negotiators know how to ask high impact questions and uncover knowledge while holding back their own to gain an advantage. During this one-day session, participants will learn how to use knowledge obtained from The Johari Window and apply it to one of their real clients.

Signature is confident that your sales team will benefit from this powerful session. Ask yourself the following questions:

- Are your sales people confident in their interactions with potential clients during the closing process?
- Are they quick to give concessions?
- Do they negotiate with price rather than value?
- Do they know the value of the concessions they offer?
- Do they maximize profit while maintaining the relationship and respect of the buyer?

We will help your staff perfect the skills needed to provide positive answers to these questions and more. This then strengthens the client relationship at the most crucial part of the sales process – the closing.

Description

This training course teaches participants how to strengthen their negotiation skills. In a team setting, the participants will learn the concept of prioritizing which concessions to offer and explore possible options for the client. Finally, they will learn to be a better closer while negotiating from a position of strength.

Who Should Attend?

- General Managers
- Directors of Sales
- Sales Managers

Learning Objectives

Through a variety of techniques, including skill practice, employees will:

- Recognize a buyer's negotiation style and implement an effective negotiating strategy to gain advantage
- Use high impact questions to get the most out of your negotiation
- Close the sale through isolating key negotiation points,
- Quid pro quo and the assumptive close
- Identify high-value options for the customer and low-cost options for the seller

What's Next?

Signature Worldwide offers Negotiating Value for delivery either onsite or virtually by a Signature instructor.

Contact **(800) 398-0518** for additional information.



Course Agenda

Session 1

- Define what negotiations are and are not
- Factors affecting negotiations
- Identify buyer behaviors and characteristics
- Discuss Strategies For negotiating with each type of buyer

Session 2

- Use of The Johari Window to best prepare for negotiations
- Understanding what is known vs. what is not known
- Discuss strategies to uncover what is not known
- Group activity using The Johari Window for actual upcoming negotiations
- Homework of utilizing the Johari Window over the next week with upcoming negotiations

Session 3

- Recap of The Johari Window use over the last week
- Discuss how to isolate in the act of closing, and how to use the six-step closing process
- Create a plan of action
- Identify negotiation tips and best practices