

## ValueSelling Essentials<sup>™</sup> Negotiating



In virtually every sales process, there will be a point at which the salesperson and the customer discuss a deal. Typically initiated with a proposal, the quality of this “give and take” process has enormous implications in keeping the deal on the table, creating a profitable transaction and preserving a successful long-term relationship. In this course you are taught the principles, tips and techniques for planning and executing the negotiations that are sure to surround their proposals.

### NEGOTIATING

Effective sales people know the importance of meeting customer needs within the context a profitable transaction. Various points of view exist in the typical selling situation, so achieving this balance requires strategy, thought and skill. To achieve a win-win outcome, you must negotiate the parameters of the sale in a way that is beneficial to both your customer and you and your company. This is exactly what this course is designed to help you do.

### COURSE OUTLINE:

- Self Assessment
- Introduction to Tactics:
  - Part 1: Getting Ready to Negotiate
  - Part 2: Interpersonal Dynamics
  - Part 3: Achieving a Win-Win Outcome
- Practice Negotiating
- Knowledge Challenge

### WHAT IS VALUESSELLING ESSENTIALS<sup>™</sup>?

ValueSelling Essentials<sup>™</sup> is a series of 10 e-learning courses, each 45 minutes in length, designed to build basic sales skills and increase win rates. The series utilizes the natural advantages of the latest technology to facilitate efficient and effective learning. The innovative e-learning instructional design engages sales professionals in courses that provide a memorable and compelling professional development experience. Using simulations to promote the highest level of interactivity with the participant, ValueSelling Essentials<sup>™</sup> can be customized for large enterprises to tailor the look and feel of the series to the company’s character. In addition, all the courses in the series can be adapted for specific uses.

ValueSelling Essentials<sup>™</sup> is built to the highest standards and is Sharable Content Object Reference Model (SCORM) compliant. In addition, it is closed captioned for the hearing impaired.

The ValueSelling Essentials<sup>™</sup> series of e-learning courses can be purchased in its entirety or by individual course. Each course includes tactics, techniques, simulations, and assessments to teach and refresh all of the skills necessary to succeed in any sales situation.

Because of the rich instructional design, the ValueSelling Essentials<sup>™</sup> courses can be tailored to any company, language, or selling situation.

**For more information, visit [www.valueselling.com](http://www.valueselling.com).**