Negotiating to Win: Strategies & Tactics for Sales Professionals

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Today’s Objectives

✓ Identify the opportunities to negotiate
✓ Create Winning Outcomes
✓ Three different Negotiating Strategies
✓ The Art of Preparation
✓ Pitfalls to Avoid
Negotiate

Verb:

To deal or bargain with another or others, as in the preparation of a treaty or contract or in preliminaries to a business deal.
Timing is Critical

- Negotiate only after a differentiated VisionMatch is confirmed
- Value is Confirmed
- Hold off on discussing terms, conditions and pricing too early
Understand Your Role

✔ Limits and Empowerments
  – The prospect requires something “non standard”
✔ Recognize the “show stoppers” early
✔ Negotiate internally for your empowerment
✔ Use your limits as a tool to maintain the relationship you have developed
Dimensions of Negotiation

Deliverables

Terms and Conditions

Price
Tradeoff

Embellishment

Compromise
Strategy #1: Trade-offs

✔ Your objective is to meet both parties needs.

✔ Trade off an item in one category with an item in a second category.
  - Price reduction for a deliverable change

✔ How it might sound:
  - “If you want this product shipped to multiple locations, are you willing to accept different payment terms?”
Strategy #2: Embellishments

Enhance items in categories other than the one where there is a difference

You may have deliverables that have little cost but large value...could you include them?
Strategy #3: Compromise

Finding Middle Ground in the Same Category

“If we can split the difference, can we move forward?”

“If...then?”
# Negotiation Prompter™

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<th>Prospect’s Ideal Situation</th>
<th>Your Ideal Situation</th>
<th>Strategy</th>
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<td>Terms &amp; Conditions</td>
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Pitfalls to Avoid

- Overstepping your boundaries
- Going “there” too soon
- Not understanding the “need” behind the request

Maintain the relationship
- Respect and Rapport
- Acknowledge
- Listen Actively
Maintain your composure
Clarify with lots of questions
Avoid defensiveness or emotional reactions
Focus on the issue – not the style
Respond...rather than react
Know your “walk away” position
Negotiate to win!
Call to Action!

✔ Look at a current or upcoming negotiation

  – **Step 1:** Determine what your empowerment level is
  – **Step 2:** Identify both your prospect’s and your ideal position
  – **Step 3:** Use the Negotiation Prompter to create specific strategies to address the next interaction

✔ Execute!
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