



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Communication—**
Practices active listening supported with meaningful oral and written information.
- **Conflict Resolution—**
Brings people together who have been separated by their differences.

RELATED COMPETENCY CATEGORIES:

- **Results Oriented—**
Passionate about winning. Dedicated to achieving all-win solutions to situations.
- **External Awareness—**
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect areas of responsibility.

Negotiations Mastery

SUMMARY

When you apply a logical, repeatable, and proven negotiations process, you will have a better idea of where to go and how to plan for success. Salespeople need to be able to follow a repeatable pattern to build rapport, analyze the actions and agendas of both parties, present alternatives and value added, bargain in good faith, and finalize agreements so that both sides would want to work together again. This module pulls together the full negotiations process; you will practice the full negotiations process, as you would with another party, and benefit from peer assessment and feedback.

CONTEXT

The ability to apply learned skills is the most important measure of participation in a training program. This session will give you the opportunity to demonstrate the negotiations process from start to finish. Practicing a sales presentation in front of colleagues provides a safe environment for feedback before trying new concepts in front of actual buyers. Using a proven, repeatable negotiations process creates more consistency in the marketplace, and reinforces competitive advantages when you are customizing negotiations to each buyer. You will have the opportunity to identify best internal practices and capitalize on the strengths of the sales team.

At the completion of this module, participants will be able to:

- Tie the negotiations process together
- Practice the negotiation process elements
- Implement strategies for effective negotiation planning and preparation
- Assess your colleagues on their ability to negotiate

*"In matters of style, swim with the current.
In matters of principle, stand like a rock."
—Thomas Jefferson*