

NEGOTIATION FOR SALES



Why this clinic? This clinic equips sellers and managers to maintain the integrity of pricing by intelligently trading concessions and secure commercial commitment in a way that manages deal risk. Every customer wants to push for best value for money, and this clinic equips participants to manage expectations and maintain control as concessions are elegantly traded to jointly create value. Negotiation occurs throughout the sales process and every seller needs to secure commitments and overcome barriers at the most senior levels.

What is being delivered? This clinic will assist participants in maintaining price integrity by adopting the most effective strategy and tactics. The clinic enhances the salesperson's ability to positively engage the customer by 'speaking their language', aligning with their business and personal drivers, building rapport and trust, gaining understanding and insight, positioning value, and securing customer commitment while maximising value for all parties.

The clinic is designed to assist salespeople in the following key elements of executing a successful negotiation:

- Execute the best strategy and tactics to win a client while creating goodwill
- Move from competitive bargaining to joint problem solving with the customer
- Ask the best open questions to reframe thinking and explore options
- Leverage a toolkit of tactics and questions to elegantly trade concessions
- Avoid a 'race to the end' with unnecessary stress or compromise
- Maximise price and with customer achieving best value and lowest risk
- Secure commitment without misunderstanding or renegotiation

How will participants engage? Participants arrive with a solid understanding of existing pricing frameworks and rules within their business. Two interactive negotiation scenarios are part of the one-day program and participants blend theory and application to enhance their capabilities.

Key outcomes: Participants leave better equipped to engage cooperatively with customers at the most senior levels, and in a way that leverages the best strategy and tactics to maintain price integrity and maximise value in negotiations.

NEGOTIATION FOR SALES – CLINIC CONTENT

Why this clinic
Personal negotiation exercise
Modes of negotiation
The eight steps of negotiation
Preparation and strategy
Principles for conducting the negotiation
Negotiation toolkit: Bargaining chips and concessions
Value Pricing Strategy and Integrity
Tactics toolkit and question toolkit
Negotiation guidelines and tips
Business Negotiation Exercise
Homework exercise
Laws of strategic negotiation

ABOUT THE FACILITATOR – TONY HUGHES

Tony Hughes has thirty-five years of sales and corporate leadership experience. He has generated record-breaking sales results in the tech-sector and has a proven track record in the technology sector. Top Sales World ranks Tony as the most influential person in professional selling within Asia-Pacific, and LinkedIn ranked him as the third most influential personal globally in B2B selling. Tony has taught sales for Sydney University and within the MBA program at the University of Technology, Sydney. Additional information here:

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- Speaker and author website: www.TonyHughes.com.au
- Sales training website: www.RSVPselling.com
- eLearning website: www.salesIQglobal.com
- YouTube channel: <https://www.youtube.com/RSVPselling/videos>