VISUALIZE™

ValueSelling Negotiation Skills

Workshop Overview

The ValueSelling approach to negotiation skills is based on reaching a shared understanding with the prospect or client on all four components of the Qualified Prospect Formula® (QP = VisionMatchD x Value x Power x Plan®); doing so defines when the negotiation should take place, and what will constitute a win-win outcome.

The Negotiation Skills workshop teaches how to conduct the negotiation appropriately. Understanding what is truly important to the buyer enables a negotiation outcome that delivers the most value, without unnecessary concessions. This results in improved client relationships and profit margins. This workshop links the negotiation approach to the ValueSelling Framework®, thereby leveraging and reinforcing use of ValueSelling within your team's sales approach. Terminology and concepts will be consistent with the clients' sales processes.

Negotiation Skills workshop will:

- Install the fundamental principles of negotiation and provide opportunities for participants to practice each principle individually and collectively. The course is structured in a manner that allows expansion from 1 to 1 1/2 days to allow for additional instruction and practice for appropriate team members.
- Additionally, we all know that "people buy from people" so negotiations are always personal and have personalities involved. We recommend leveraging a DISC assessment to educate the sales teams on how personality effects a prospect in a negotiation. Once you can identify the type of personality you are negotiating with, you can avoid behaviors that cause conflict and could jeopardize your opportunity. These skills allow your sales representatives to differentiate themselves from their competition.

The workshop is based on key negotiation principals:

- Knowing your negotiating authority
- Knowing what leverage you and your customer have
- Knowing what constitutes a win-win outcome
- Acknowledging the customer's position and understanding the need behind it
- Distinguishing between customer and their position
- Being impartial to the customer's initial negative response
- Negotiating only when the customer is sold
- Negotiating only price, deliverables, terms, and conditions
- Using trade-offs, embellishments, and compromises to negotiate
- Being willing to walk away from the negotiation

Because the Negotiation Skills workshop will leverage the terminology and tools of the ValueSelling Framework®, attendees should complete the ValueSelling workshop prior to attending this session.

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