



Sales Negotiation Strategies and Techniques[™] from Sales Excellence[®] International is a two-day, custom-tailored, onsite workshop packed with interactive exercises, role-plays, as well as both small-group and full-group discussions. This program is the perfect extension to the Sales Excellence[®] Core Methodology for sales professionals who face significant competitive pricing pressure and profit erosion. The eight primary modules include:

1. Identifying and Minimizing “Profit Leaks”

- The concept of margin and profit “leaks”
- Exercise: Where are you leaking margin/profit?
- Changing your attitude: “That profit is yours, not theirs.”
- Changing your behavior: How do you slow these leaks?
- Best practices for isolating and stopping profit leaks

Sales Tool: Minimizing Profit Leaks Worksheet

3. Developing Your Negotiation Leverage

- Understanding the seven forms negotiation leverage
- Developing your own negotiation leverage
- Mitigating your buyers’ negotiation leverage
- The three major precursors to effective negotiation
- Exercise: Winning the quest for negotiation leverage

Sales Tool: Negotiation Leverage Worksheet

5. The Six “Advanced Basics” of Negotiation

- Asking great closing questions
- Exercise: Identifying and handling objections
- Using a Pre-negotiation Agreement
- Leveraging the Counteroffer
- Mastering the art of the Trade-Off
- Maintaining control with the Hypothetical Resolution

Sales Tool: Negotiation Process Worksheet

7. Strategic Negotiation Planning

- Planning your pricing and negotiation strategy
- Anticipating your customer’s requests and demands
- Preparing your own requests and demands
- Defining your own “walk away” point
- Leveraging the concept of “Trade Packages”

Sales Tool: Strategic Negotiation Planner

2. Defending Yourself Against “Profit Extortion”

- The motives and behavior of today’s buyers
- Your buyers’ top ten negotiation tactics
- Exercise: Defending yourself and your profit margins
- Dealing with and managing predatory buyers
- Becoming a black belt in profit self-defense

Sales Tool: Profit Self-Defense Checklist

4. Pricing and Negotiation Strategy

- The difference between pricing and negotiating
- Rules for effective pricing strategy
- Playing offense and preparing to score on defense
- Exercise: Crafting mutual “Profit Opportunities”
- Presenting Profit Opportunities to your client

Sales Tool: Profit Opportunities Planner

6. The Art of Trading Profit for Profit

- Identify your buyers’ most common profit requests
- Defining what could represent “profit” to you
- Determining what you might be willing to “trade”
- The concept of surgical concession-making
- The art of creative deal-making
- Role play: Trading profit for profit

Sales Tool: Trading Profit for Profit Worksheet

8. Simulated Negotiation Scenarios

- Work in small teams to prepare for a complex negotiation scenario
- Develop an effective pricing and negotiation strategy
- Meet with mock buyer (or buyer group) in a simulated negotiation scenario
- Bring mock deal to closure while maintaining and maximizing profitability.