

# Negotiate Success<sup>SM</sup>

Win-Win Sales Negotiations that Strengthen Customer Relationships

## Overview

*Negotiate Success<sup>SM</sup>* is a customer-focused process that improves a sales force's ability to reach a win-win outcome with customers. This program considers negotiations an essential part of every stage of the selling process from beginning to end.

The joint-venture approach builds trusting relationships with customers and strengthens the company's position for future opportunities. *Negotiate Success<sup>SM</sup>* provides a process to recognize and acknowledge both parties' perspectives to jointly create agreements that satisfy all critical interests.

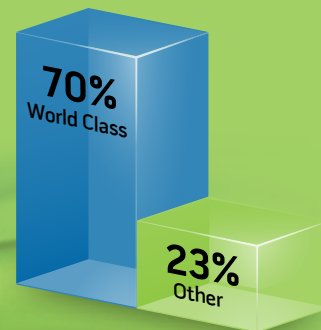
*Negotiate Success<sup>SM</sup>* may be the right solution if your company is trying to:

- Avoid difficult negotiations that damage client relationships.
- Identify additional sales opportunities within client organizations by gaining more knowledge of the customer's goals.
- Offer valued solutions without succumbing to discount pressures.
- Determine acceptable prices with customers before the final stages of a sale.

## Mutually Beneficial Negotiations

Concessions are often a part of securing sales opportunities in complex selling environments. The best practice is to ensure your organization is receiving something of comparable value to make the negotiation truly win-win. World-Class Sales Organizations were three times more likely to report a fair exchange of value in pricing negotiations.

**When we give price concessions, we always get comparable value in return.**



“The example I used in the workshop was a real world example and I was able to reach an agreement with the other party in part due to what I learned in the session.”

— Salesperson, Financial Services

# Program Facts

Negotiate Success<sup>SM</sup>

## Who Should Attend

Any member of the organization involved in negotiations with customer organizations from field sales to senior leadership. Using a common framework and policy for how an organization negotiates complex sales or contracts with clients ensures money is not left on the table.

## How Your Organization Will Benefit

Enable field sales to:

- Better identify options and alternatives to satisfy interests of the customer and the selling organization.
- Counter manipulative tactics which may be used in complex negotiations and return to a win-win customer interaction.
- Increase preparation and planning of meetings where items will be negotiated.

Enable sales management and senior leadership to:

- Ensure salespeople are practicing a win-win negotiation approach.
- Effectively collaborate with selling teams to ensure the best possible outcome is achieved.

## Delivery Options

Available as a 2-day program or ½ day skill builder focusing on select elements of the full program.

- Regularly scheduled live public programs
- Tailored on site live programs
- Virtual classroom
- Train-the-Trainer (Client Associate)

## Related Offerings

**Strategic Selling®** – Comprehensive strategy for winning complex sales.

**Strategic Selling® Government** – Version of Strategic Selling® tailored to the unique situation of selling to the U.S. government.

**Conceptual Selling®** – Communicate effectively to uncover and align with the customer's buying process.

**Securing Strategic Appointments<sup>SM</sup>** – Research and plan to successfully secure time with key contacts.

## About Miller Heiman

Miller Heiman helps companies and individuals that compete for high-value, business-to-business sales develop strategies, processes and skills to consistently win business – especially when the sales process is complex and the marketplace demanding. We are the world's largest sales performance consulting and training firm and the preeminent thought leaders in the space. Quite simply, nobody knows sales performance better than we do. With corporate headquarters in the United States, United Kingdom, and Australia, Miller Heiman offers programs worldwide in 20 languages.