

GETTING TO YES: SUCCESSFUL SALES NEGOTIATION



INSTRUCTOR GUIDE

1/2-DAY COURSE

HRDQ[®]

GETTING TO YES: SUCCESSFUL SALES NEGOTIATION

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Instructional design and learning philosophy

We are committed to providing the best core-skills content possible for Instructor-Led Training (ILT). The following principles are applied in the development of programs:

Sound Instructional Design

All course content is developed using a variety of research techniques. These include:

- Brainstorming sessions with target audience
- Library research
- Online research
- Customer research (focus groups, surveys, etc.)
- Subject Matter Experts (SME)
- Interviews with trainers

Expert instructional designers create imaginative and innovative solutions for your training needs through the development of powerful instructional elements. These include:

- Learning objectives — effective tools for managing, monitoring, and evaluating training
- Meaningfulness — connects the topic to the students' past, present, and future
- Appropriate organization of essential ideas — helps students focus on what they need to know in order to learn
- Modeling techniques — demonstrate to students how to act and solve problems
- Active application — the cornerstone to learning — helps students immediately apply what they have learned to a real-life situation
- Consistency — creates consistent instructions and design to help students learn and retain new information
- Accelerated learning techniques — create interactive, hands-on involvement to accommodate different learning styles

Application of Adult Learning Styles

Adults learn best by incorporating their personal experiences with training and by applying what they learn to real-life situations. Our experienced instructional designers incorporate a variety of accelerated learning techniques, role-plays, simulations, discussions, and lectures within each course. This ensures that the learning will appeal to all learning styles and will be retained.

Course timing

Module One: Selling and Negotiating: What's the difference?

Type of Activity	Segment	Time
	Course objectives	15
	Selling and negotiating	10
	Selling the concept	10
	The win-win approach	10



Reading







Written Exercise



Facilitation

Module Two: Preparation—A Key for Success











	What would you do?	15
	Preparation activities	20
	Preparation model	10
	Where does the power lie?	10



Group Activity

Course timing (cont)

Module Three: Conducting Sales Negotiations

Type of Activity	Segment	Time
	Negotiating guidelines	15
	The negotiating system	10
	Gain the other party's interest and attention	15
	Verify your "key results" claims	10
	Listening and questioning	10
	Keys to effective listening	10
	The power of effective questions	15
	Non-verbal communications during negotiation	15
	Dealing with objections	20
	Using questions to handle objections	15









Reading

Written Exercise

Facilitation

Group Activity

Course timing (cont)

Type of Activity	Segment	Time
	Negotiating tactics	15
	Dealing with customer's negotiation tactics	30
Module Four: Summarize and Conclude Your Negotiations Effectively		
	Being negotiations to a close	10
	Case study – "I've got it, I've got it...I lost it"	20
	Summarize and close	10
Module Five: Conducting Negotiations on the Phone		
	Special challenges of negotiating over the phone	10
	Guidelines for effective telephone negotiations	10
	Action plan	10



Reading



Written Exercise



Facilitation



Group Activity

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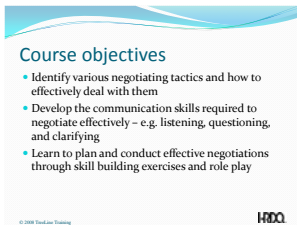
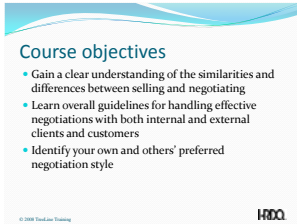
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Module One



SELLING AND NEGOTIATING: WHAT'S THE DIFFERENCE?



The topic of effective sales negotiation has become one of the hottest and most studied areas in American business in recent years. In the consumer products industry, it has been of particular importance for a number of reasons:

- 1) Sales transactions are more complex due to the tremendous amount of information available to all negotiating parties.
- 2) Competitive pressures are at an all-time high, and there are ever increasing demands to get maximum performance from the resources available.
- 3) The pace of doing business has quickened, and with it the time pressure brought to bear on parties involved in negotiations has also increased.

Course objectives

Successful completion of this course will increase your knowledge and ability to:

Gain a clear understanding of the similarities and differences between selling and negotiating

Learn overall guidelines for handling effective sales negotiations with both internal and external clients and customers

Identify your own and others' preferred negotiation style

Identify various sales negotiating tactics and how to effectively deal with them

Develop the communication skills required to negotiate effectively – e.g. listening, questioning, and clarifying

Learn to plan and conduct effective negotiations through skill building exercises and role play

This program focuses on our current attitudes regarding sales negotiations, and addresses the skills required to plan and conduct negotiations face-to-face, as well as on the telephone, with internal clients and team members, brokers, and our customers.

Selling and negotiating

Similarities

- Both require excellent communication skills; i.e. listening, questioning, clarifying, and speaking clearly and confidently
- Both require considerable knowledge of the other party
- Both require empathy for the other parties' wants and needs
- Both require technical skills as well as human relations skills
- Both are at their best when built on a foundation of mutual respect, trust, and honesty

Differences

- Selling is principally about *persuasion*
- Negotiation is principally about *problem solving, and developing creative solutions* to challenges, which are often complex

***Sell* the concept, program or product – *Negotiate* the terms and conditions**

Sell – To persuade or influence to a course of action

Negotiate – To conduct a discussion of respective wants and needs, leading to a mutually satisfying agreement.

Selling and negotiating

Similarities

- Both require excellent communication skills; i.e. listening, questioning, clarifying, and speaking clearly and confidently
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Selling and negotiating

Differences

- Selling is principally about *persuasion*
- Negotiation is principally about *problem solving and developing creative solutions* to challenges which are often complex

The *concept* must be sold before the negotiation process is fully underway

All too often we find ourselves selling and negotiating at the same time

The temptation for a sales trained professional is to continue to persuade when listening, questioning, clarifying, and seeking creative solutions is required

Intro: Since you must sell the concept before you can begin the negotiation process, we'll spend a few minutes looking at selling the concept.



Begin by identifying the client's primary *wants and needs*.

Continue by meeting those wants and needs with *specific benefits* that your product/service provides.

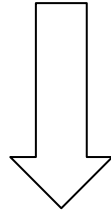
Finally, verify your specific benefits with fact-based, objective *proposals*.

Once the client has agreed to the basic concept, then you can begin the negotiation process.

Selling the concept

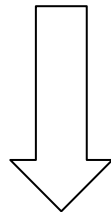
Identify the client's/customer's primary:

Wants
and
Needs



Meet these wants and needs with:

Specific
Benefits



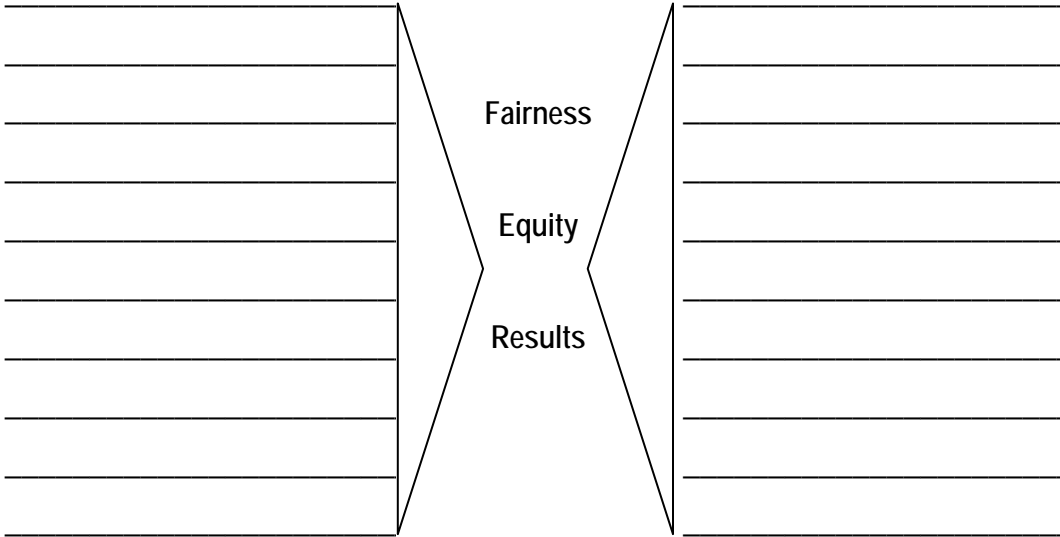
Verify your specific benefits with fact-based, objective:

Proposals

The win-win approach

Your objectives

Negotiating partner's objectives



This simple win-win model above illustrates how we should think of our negotiating efforts. That is, strive for win-win solutions which benefit both parties equally and create positive and substantial results.

Use the model on this page to describe the concept of "Win-Win."



Note that the best results occur when both parties gain in equal measure from a transaction.

Optional: Ask participants to think of a customer who they have or will negotiate with and have them list the objectives they and the customer might want from the negotiating process. They should try to identify benefits for each party that would represent a true win-win result. Ask for volunteers to share their answers.






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