



Sales Readiness Group

Value-Added Negotiating

SALES PERFORMANCE SERIES

Value-Added Negotiating is an advanced selling program designed to increase a sales professional's ability to effectively negotiate value differences that arise in the sales process. This program provides practical tools, strategies and tactics to negotiate win-win solutions while continuing to build strong relationships with customers.

Conflicts and disagreements often arise between customers and sales professionals over customer demands for better service, pricing, delivery, products and other matters. These disagreements can occur at any time during the sales process, and also after the sale. Sales professionals need to be prepared to work out these differences in a collaborative, win-win manner or face losing the customer to the competition.

Value Added Negotiating provides sales professionals with the skills and tools to successfully satisfy customer demands while meeting their own objectives.

Value Added Negotiating modules and topics include:

- Understanding principals of sales negotiating
- Planning a collaborative negotiation
- Analyzing negotiating styles
- Valuing tradable issues
- 10 commandments of sales negotiating
- Creatively offering options
- Defining parameters and sequencing offers
- Identifying and managing customer negotiation tactics

Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train the Trainer

More Sales Performance Programs

- Introduction to Selling
- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Achieving a Competitive Edge
- Value Driven Selling
- Strategic Business Development
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Enhancing Professional Presentation Skills
- Exceptional Customer Service

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

8015 SE 28th Street, Suite 206, Mercer Island, WA 98040, Toll Free: 1-800-490-0715

info@salesreadinessgroup.com, <http://www.SalesReadinessGroup.com>



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