

*Superior negotiations require effective preparation and execution.*

## HELPING CLIENTS SUCCEED™

### Negotiations: Creating and Claiming Value

How well do you or your sales people negotiate? Do you ever leave anything on the table? Do you ever “give something for nothing”? Do you ever win a deal, only to lose it—or part of it—when negotiating terms and agreements? Do your clients feel they’ve “gotten their money’s worth”—exchanged money for a solution of comparable value?

The ability to deliver value exchange in a way about which the client feels good is a critical part of yours and your client’s success. When you apply negotiation principles with effective dialogue in a process that’s repeatable, you are able to manage a discussion in which you can create the best value for the client—and claim the exchange of value for your organization.

This negotiations work session focuses on conducting intelligent business conversations through proven skills and disciplines for creating value and claiming your fair share. Specifically, you will learn how to:

- Improve profitability.
- Create a common methodology/language.
- Nurture and sustain longer-term relationships.
- Prepare effectively for the many negotiations you’re involved in throughout the year.

As a participant in the work session, you will work on your own negotiation opportunities and receive expert how-to strategies, communication skills, and tools for improving your abilities to:

- Prepare and plan for negotiations by using a reliable and repeatable methodology.
- Focus on creating and claiming fair value for you and your client.
- Open and maintain healthy dialogue.
- Start with a position of strength and confidence by asking effective questions.
- Develop and articulate a clear rationale for your position, and use that rationale as an anchor at the beginning of your negotiation discussion.
- Determine your walk-away point—the point at which another alternative makes more sense than the current one.
- Identify and prepare for predictable pushbacks and tactics.
- Use carefully prepared points of persuasion, options, and alternatives to negotiate pushbacks.
- Handle changes in scope and avoid inappropriate give-aways or discounting.
- Ask for fair value exchange by never giving something for nothing.
- Avoid or neutralize tactics and games.
- Manage fears and pressures during the process.
- Exit when unable to reach a win-win agreement.

**Should We Be Talking?** If you would like to explore how we might help you with your negotiations skills, please call us.