



## Selling to Negotiate™

*Maximize negotiation end-results by developing a negotiation mindset during each stage of the customer's buying cycle*

### Program Description:

We all know the effect that price discounts have on our business. Yet today's buyers are challenging unprepared sales teams on a daily basis to ante up with new and more aggressive deals.

In order to succeed we need to improve the way we sell by developing a negotiation mindset during each stage of the buying cycle. We also need to be able to assess the relative strength of our negotiation position before beginning the negotiation process.

Managers are confronted with how to best guide their teams to achieve the most profitable decisions, but in many instances don't have the information or tools with which to accomplish this important task.

Through years of research, Triton Consulting has identified the main components required for selling effectively to achieve successful negotiation outcomes. By combining these key concepts with a tool that allows you to calculate the strength of your negotiation position, Selling to Negotiate™ can help you maximize your negotiation end-results.

The Selling to Negotiate™ Key Concepts are a baker's dozen of key factors that enable you to bring a negotiation mindset into your selling processes.

The Key Concepts provide a framework for you to quickly learn how to improve your sales acumen, so you can strengthen your position before the negotiation process begins. They also provide the knowledge and tools to prepare tactically for almost any situation you may encounter.

*When you are done selling you shouldn't have to negotiate!*

*Well maybe just a little.*

*However, by adopting the right mindset, you can ensure that you position yourself so that negotiating the final deal will be the easiest part of the process.*

*Selling to Negotiate™ will help you:*

- Accelerate Decision Times
- Increase Profitability
- Increase Deal Size



*Drive profitable, sustainable, long-term growth.*



*"Partnering with clients  
to accelerate growth."*

## Keys Concepts for Successful Sales Negotiations

1. **Passion:** You must develop an appetite to negotiate
2. **Patience:** Don't start negotiating until you are done selling
3. **Consistent Behavior:** Negotiation is a constant and ongoing activity
4. **Decision Maker(s):** Identify the decision process and who controls the budget
5. **Budget:** Have the "money" conversation
6. **Quantified Solution Value:** Develop an agreed and unique value for the solution.
7. **Competitive Position:** Identify and understand your overall competitive position
8. **Ask, Ask, Ask:** If you don't ask, you don't get
9. **Resist Squeezes:** Prepare in advance for getting squeezed on price
10. **Gives & Gets:** Never give without getting
11. **Business Builders:** Increase the total value of the sale or expedite the decision
12. **Timing:** Use timing to your advantage
13. **Time to Walk:** Develop your walk away position in advance

In preparation for any negotiation, it is critical to understand the strength of your negotiation position. All too often we find ourselves trying to close a deal, and at odds with the customer, because management wants us to drive a hard bargain yet we are doing so from a very weak position.

The Negotiation Strength Estimator™ is a calculation tool that was created to help you identify the relative strength of your negotiating position before you start negotiating.

The Estimator is based on the Key Concepts that have the greatest impact on negotiation position strength. By objectively assessing these key factors, sales reps and managers can use the tool to calculate the relative strength of their position. This allows them to prepare more robust negotiation plans, set realistic expectations for what they hope to achieve, and identify what additional selling needs to be done before the negotiation process begins.

Through use of the Key Concepts and Negotiation Strength Estimator™, Selling to Negotiate™ provides sales teams the knowledge and skills that can be used immediately in the field to:

- Accelerate decision times
- Increase profitability
- Increase average sale value
- Know when to walk
- Drive profitable, sustainable, long term growth



**"Partnering with clients  
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### Program Outline:

Selling to Negotiate™ is an interactive workshop that incorporates a mix of presentations, group exercises, and role plays to learn and practice new concepts. This provides for an enjoyable experience that maximizes content retention and behavior change.

The learning objectives include:

- Strategies for selling with a negotiation mindset
- Creation of robust negotiation plans
- Tools to calculate negotiation position strength
- Skills for negotiating maximum value

Selling to Negotiate™ can be run as a stand alone program or as an add-on to any of Triton's sales training modules. By combining it with other training modules, a full day to multi-day program can be created that completes a broader training objective.

Every training session is customized to meet your business needs and support how you bring your products to market. The program length and curriculum will be tailored to meet your specific training requirements based on the skill level of your team.

### Who should attend:

Sales of course. But also any staff who has direct contact with customers during the sales and negotiation process, including, but not limited to: Marketing, R&D, Technical Service, Engineering, Operations, & Quality.

### Time Requirements:

The program is run as an on-site program at the client's location. Typical class times range from a 2 hour overview to 1 day workshop.

Class sizes are 10- 25 people. Groups of over 25 people should be done in multiple sessions.

### Implementation Coaching

*Training should not be a one time event!*

*Coaching to develop new skills takes time. Unfortunately today's managers are so consumed with tasks, that many times this important activity gets sidelined.*

*Triton's Implementation Coaching program helps managers:*

- Implement new skills
- Ensure a significant ROI on the investment in training
- Maximize the performance improvement of their teams to drive results

*Let us help you achieve a **four-fold increase** in the adaptation and use of your new negotiating skills with Implementation Coaching.*