



SALES PRODUCTIVITY

Effective, Demanding, Rewarding!



A simple and low cost way to improve your profit is to equip your sales people with skills to negotiate higher prices. Consistent gains of just one or two percent are generally sufficient to produce a dramatic increase on your bottom line. Calculate the benefits for yourself!

This practical training workshop has achieved significant results for organisations around the world. It has a proven track record in helping business to increase margins, maximise price increases and improve contract negotiation outcomes. Delivered by an organisation whose sole focus is on increasing sales, this is the ideal negotiation training program for sales people. Backed up with replicable negotiation planning templates and processes, you gain the ability to integrate our techniques into your day-to-day sales activities. You can be sure of long term gain.

Developed by Dr. Alan Schoonmaker, a leading US academic and consultant, an earlier version of this program was awarded Sales & Marketing Magazine's Training Program of the Year Award. During the workshop we act just like a Golf Pro. We use a series of customised mock negotiations as a basis on which to learn and practice skills and then provide individual feedback to improve technique.

The 'Negotiate to Win' Program has helped many organisations throughout the world. Well known clients include General Motors, Ford, Orica, IBM, Bankers Trust, Myer, Chase Manhattan, Fujitsu, Australia Post, Shell, Westpac, Royal Sun Alliance and many more.

NEGOTIATE TO WIN



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Our Results

Some of our measured results include:

- ◆ An international finance and banking company increased fees by \$19 million without losing a major client.
- ◆ A Health Benefit Fund saved over \$1 million in one negotiation alone.
- ◆ An Australian bank recovered the total costs of the program in two days.
- ◆ An Australian computer company settled a major law suit and saved over \$1.25 million.

Teaching Media

We build in a variety of media to maximise individual learning.

- ◆ Pre Workshop Readings communicate the principles.
- ◆ Case negotiations develop skills and are used to provide personal coaching.
- ◆ Workshop discussions relate the principles to real life.
- ◆ Video play backs develop skill and understanding of individual styles.

Program Formats

The 'Negotiate To Win' program can be presented in a number of ways to suit your needs.

Three Day Program

Over three days we teach a full set of negotiation skills for use in competitive, cooperative and team negotiation situations.

Two Day Program

In this version of the program we teach skills for use in both competitive and cooperative negotiations at an individual level.

Other Formats

We will work with you to design a program for a one day introductory session, or a series of sessions to suit your organisation's needs.

Program Content

1. The Negotiation Process

How to choose between the range of negotiation styles and strategies - when to bargain and when to problem solve.

2. Getting Ready To Negotiate

How to define the issues, set objectives, analyse the situation (with an emphasis on how it looks from the other party's view) and plan a strategy.

3. The Beginning Game

This is the stage that sets the scene for all later steps. We teach how to create the right atmosphere, communicate

initial positions and learn their position. We also show what happens if this stage is not set properly.

4. The Middle Game

We show how to build controlled momentum towards an agreement.

5. The Feedback Loop

This is the process that helps negotiators adjust their strategy as they learn more about the situation and enables them to fine tune their strategy and improve their effectiveness.

6. The End Game

We teach how to handle the short, intense period in which the last few issues are settled. How to make the final concession, how to use deadline pressure, to test the limits and to let the other party save face.

7. Positioning Yourself

Positioning means anticipating and preparing in advance for demands that may come later. We show how to build power with credible alternatives, appropriate attitudes and trading alternatives.

8. Reviewing The Negotiation

Good negotiators review each negotiation. We show how to avoid problems in implementing the agreement as well as how to plan for the next negotiation.