

Negotiate better deals that are more closely aligned with revenue objectives and stop leaving dollars on the table. *Negotiate SuccessSM* provides a universal framework and common language necessary for successful negotiations in complex selling environments.

Miller Heiman has partnered with the leading negotiations experts, ThoughtBridge, to create a simple and intuitive framework for managing negotiations, which can be used at every key step of the sales process.

Complex sales situations must be navigated by sales professionals who know how to successfully handle every challenge. In *Negotiate SuccessSM*, you will learn proven methods to overcome objections without relying on price as the solution and leverage a non-manipulative, customer-focused process of ensuring both sides win, strengthening your position for future opportunities.

What You'll Learn

- Craft a roadmap with your customer to set realistic expectations that satisfy the needs of both sides
- Understand and plan different phases of negotiations, test assumptions, incorporate personal negotiating style, and experiment with alternatives
- Foster creativity and trust to achieve optimal solutions
- Use objective criteria to develop consensus in spite of conflicting views
- Keep discussions on value, not just price
- Increase profitability by reducing the amount of dollars left on the table when closing a sale
- Increase confidence to successfully negotiate in difficult situations
- Strengthen relationships that allow parties to negotiate future sales opportunities more effectively and efficiently
- Leverage a consistent, strategic framework for negotiating agreements and deals
- Use a common vocabulary to enhance internal as well as external negotiations
- Improve working relationships with clients, partners, and colleagues as they negotiate

Why You Should Attend

Negotiate SuccessSM is designed to help sales managers and professionals negotiate win-win solutions that don't leave dollars on the table and leave the door open for future opportunities.

- Are you frustrated at coming out of negotiations in a losing position?
- Do you find your customers haggling with you over price?
- Are you losing business to competitors?
- Are you intimidated by challenging negotiating situations?
- Do you feel ill prepared for certain negotiations?

Negotiate SuccessSM

Program Overview

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Negotiate SuccessSM Overview

In the *Negotiate SuccessSM* program you will learn, apply, and practice the following strategies and tactics for negotiating win-win solutions aligned with your revenue objectives.

The Starting Point

- Establish a framework and identify Red Flags and Strengths aligned with your Single Sales Objective
- Learn the value of the negotiations process and why how you negotiate will determine the value you create
- Manage expectations and map out your Buying Influences

Map Your Negotiation World

- Understand your internal/external negotiation world landscape
- Separate the negotiation process into Substantive and Relationship Value

ICON Value Diamond

- Use a structured process for evaluating all the options for all parties
 - *Interests*: the WINS, motivators and drivers of the parties
 - *Criteria*: the RESULTS, precedents, benchmarks, and standards used to filter the
 - *Options*: the possible solutions to satisfy the Interests
 - *No-Agreement Alternatives*: the self-help possibilities of each party if no agreement is reached
 - *BATNA*: (Best Alternative To a Negotiated Agreement) is what you will do on your own, away from the table, that best meets your Interests when there is no agreement

4D Negotiation Strategy

- Manage the negotiation in phases
 - *Design* your approach
 - *Dig* for interests
 - *Develop* creative options
 - *Decide* on the best possible outcome

The ICON Score Card

- Leverage a qualitative negotiations planning tool
- Identify individual or joint preferences before and during negotiations

Tactics

- Develop strategic responses to tactics used in negotiation