

1.2 Successful value negotiation program

Description	<p>Training specifically designed with the knowledge in mind that often Account Managers STOP what they are doing, DROP their price and ROLL over when customers put pressure on them before closing a deal. This is mostly about price. This program will help Account Managers to be much better prepared when they enter negotiations. It will teach Account Managers to replace the age old STOP-DROP-ROLL with STOP-SWAP-TRADE. This will ensure that Account Managers - after having effectively pitched their solution through learning the tips and tricks of the Solution Selling module - come out of the inevitable negotiation with a clear and compelling WIN-WIN outcome.</p>	<p>Target Audience</p> <ul style="list-style-type: none"> ▶ All External Managers ▶ All Sales Managers ▶ Everyone with direct customer contact / exposure ▶ All Sales Support functions (Sales Engineers)
Contents	<ol style="list-style-type: none"> 1 Why is negotiation so important and explaining the key dynamics 2 Getting in the HEAD and MIND of the buyer 3 SMART Objectives for a successful negotiation outcome 4 Establishing and influencing the negotiation power balance 5 Determining the negotiation space, goals and walk-away position 6 Negotiation concessions and how to use them to create a WIN-WIN 7 Connecting with the customers' style to optimise the dynamics of the negotiation 8 Conducting the negotiation and do's and don'ts 9 Useful negotiation tactics - do what good negotiators do 10 Negotiation role plays 	<p>Language</p> <ul style="list-style-type: none"> ▶ English ▶ Dutch ▶ French ▶ German ▶ Local language where needed <p>Duration</p> <ul style="list-style-type: none"> ▶ Core training – 2 days ▶ Comeback Day – 1 day (3 months after training)
Learning objectives	<p>Account Manager will understand how to determine why their position of power is better than they think</p> <p>Account Manager will learn that a robust value negotiation needs good preparation</p> <p>Account Manager will learn to use a robust structure / process to ensure a positive negotiation outcome</p> <p>Account Manager will learn to use a robust structure / process to ensure a positive negotiation outcome</p> <p>Account Manager learns about the negotiation tactics customers often use and how to use these him / herself</p> <p>Account Manager learns how to conduct a successful negotiation and turn this into a WIN-WIN for both</p>	<p>Participants (max)</p> <p>▶ </p>
Refresher	<p>To ensure that the skills learned become part of the Sales Account Managers' behavior, we suggest organising a comeback day which will take place circa three months after the core training. During this day, the focus will be on what has worked / not worked, best practice sharing, skill refresh and focused role plays to practice selected techniques.</p> <p>The time between the core training and the comeback day can be effectively used for coaching support by the line manager.</p>	<p>Cost</p> <ul style="list-style-type: none"> ▶ Training 3 days POA ▶ Development time: tbc