

Win-Win-Win Negotiating

Win-Win-Win Negotiating introduces participants to the fundamentals of professional negotiating. The program discusses the importance of creating a negotiation strategy, and the critical elements salespeople to become win-win-win negotiators ~ negotiating solutions that benefit their customers, themselves and their company.

Win-Win-Win Negotiating begins by identifying the three steps to an effective negotiation strategy, then takes an indepth look at each. The first part of this session discusses the importance of setting the stage for an effective negotiation by ensuring a clear understanding of client issues and positions, and being thoroughly prepared in five key areas. Vital pre-negotiation standards, such as understanding common tactics, identifying sources of power, setting negotiating goals and examining negotiation styles are discussed in detail. In addition, the importance of packaging solutions and communicating benefits in order to minimize negotiations and gain agreement are underscored.

Key Topics

- ★ **Developing an Effective Negotiating Plan & Strategy**
- ★ **Recognize & Counter the Most Common Negotiating Tactics**
- ★ **Addressing Difficult Issues & Managing Conflict**
- ★ **Knowing When to Negotiate & When to Stay Firm**
- ★ **Reaching Mutually Beneficial Solutions**
- ★ **Negotiating Credits & Make-Goods**
- ★ **Addressing Objections**

Win-Win-Win Negotiating reinforces the value of communicating clearly and concisely ~ especially in negotiations. Participants learn a 3-step approach to addressing objections, methods of negotiating credits and make-goods, approaches to avoid communication breakdowns, as well as how to be an ethical negotiator even when others don't "play fair."

Win-Win-Win Negotiating gives participants guidance on techniques to use at the negotiating "table," whether in a formal setting, or a one-on-one meeting in the client's office. Discussion and examples demonstrate how to arrive at mutually beneficial solutions, and finalize the agreements. Participants learn tips to managing conflict and how to get the most from every negotiation.

Win-Win-Win Negotiating provides participants the opportunity to immediately apply these skills in a variety of practice exercises so they are able to enter their next negotiation with confidence, with the commitment to find a "win" for all parties involved.