

REAL WORLD NEGOTIATING™

A Strategic Approach to ROI in Selling



Negotiating *PROFITABLE* Sales

A 2-DAY SEMINAR FROM **BNS**

Negotiating *PROFITABLE* Sales



*Successful selling is not just about making a sale. It's about making a **PROFITABLE** sale!*

Many salespeople work diligently to make a sale – only to face a professional buyer at the conclusion of the process who attempts to drain the sale of its profitability. The buyer will also try to obtain better delivery, terms, warranty, service and numerous other items.

How does the salesperson protect the profitability of their quote?

Seminar attendees will learn these key methods to retain profitability of the sale:

- How to TRADE rather than give concessions
- Getting the customer's whole shopping list BEFORE trading anything
- Knowing your leverage – when and how to use it
- Anticipating the customer's leverage and knowing how to deal with it
- The power of information and what questions MUST be asked before the formal negotiation – and to whom!

Seminar attendees will also learn the following key concept that is essential to protecting profit:

- Knowing how professional buyers are trained to prepare for, begin, conduct and close a negotiation

What made the seminar especially valuable was the unique opportunity to see the negotiation process from the purchasing side of the desk as well as the sales perspective. —David Gray, VP Sales, Food Industry

For over 25 years, Benedict Negotiating Seminars has trained professional buyers, sellers and support people in exactly these areas. Over 150,000 participants in North America, South America, Europe and Asia have benefited from this practical and highly useable, skill-based training.

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SEMINAR OUTLINE

1. The Four Negotiating Styles

- How to Identify Them
- The Strengths and Weaknesses of Each Style
- Identifying Your Own Style
- Why a Knowledge of Styles Can Greatly Increase Negotiating Effectiveness
- Why Different Factors Generate a “BUY” Response for Each Style

2. Preparation and Planning (Introduction)

- Planning Grid – “Your Definition of Success”
- Complete Preparation Worksheet
- Rehearsal

3. The Pre-Negotiation

- The Power of Information – What Questions a Salesperson Must Ask and to Whom
- How to Conduct the Most Effective “Fact Find”
- How the Right Information Can Help Protect the Profitability of Your Quote

4. How to Begin the Negotiation

- Why the Opening Minutes are So Critical
- How Buyers are Trained to Open the Negotiation
- Five Specific Steps to Follow

5. Staying Assertive, Confident and Non-Manipulated

- Broken Record
- Deflecting
- Workable Compromise
- Rational Inquiry
- Self Disclosure
- How to Deal With Silence

6. The Ten Laws of Negotiating

- How to Trade Rather Than Give Concessions
- Know Your Leverage – When and How to Use It
- The Opening Minutes are Critical – So Watch Your Words Carefully
- Aim High Enough to Give Yourself Room to Move
- Target the Negotiation on Your Agenda
- Get the Buyer’s Whole Shopping List Before Trading Anything
- The Buyer Must Leave Feeling They Too Have Negotiated a Good Deal
- Plus More Power Packed Guidelines

7. Tools of the Trade

- Time-out
- Limited Authority
- Deadline
- Surprise
- Silence
- “Good Guy – Bad Guy”
- Escalation
- Take It or Leave It
- How to Break a Deadlock
- How Not to “Bid Against Yourself”



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Why choose BNS?

1. Measurable Results
2. Customized Training
3. Significant Skill Building
4. Systematic Follow-Up
5. Global Capabilities

ROI on this seminar? Here are the results:

What we have considered an acceptable level of discount for years has been reduced by more than 50% as a direct result of your training course.

—Donald C. Dickson, VP/Sales Operations, Computer Industry

▶ What if your company could reduce their level of discounting by 50% – or even 10%? What would that mean in dollars to you, your salespeople and your company? What would be your return on investment for the price of this seminar?

I was (reluctantly) enrolled in Benedict's Negotiation Seminar by my company. What a watershed event in my professional life! In the two years since attending, I have been the direct principle in the sale to two international customers, the value of these sales exceeding \$250 million. These results were a dramatic change from my previous performance. The seminar, especially the emphasis on team preparation for negotiation, has been a fundamental contributor to my personal success.

—Paul R. Davis, VP/Marketing, Aerospace Industry

▶ These sales exceeded \$250 million. What could your company realize in additional sales?

Our company has used Benedict Negotiating Seminars since 1994. During our association, over 500 people globally have been trained. Unanimously, the participants have proclaimed Benedict negotiating training the single best training program every offered by our company.

—George Kralovich, Director/Global Sales, Automotive Industry

▶ Why would a company train all of its people globally in this negotiation seminar? Because it works! As it worked for this company, it will work for your company as well.



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