



## PATHWAY TO NEGOTIATIONS (PTN)



**Pathway to Negotiations (PTN)** is a two-day program designed to help sales professionals protect company resources by reducing the need for profit-draining concessions in the face of an increasingly competitive, aggressive, and sometimes combative selling environment.

The PTN workshop is delivered in a dynamic setting. This highly interactive program includes a variety of experiential learning strategies including high-impact lectures, group exercises and discussion, negotiation simulations, videotaped role-plays, structured experiences, and a whole host of other events that make for a results-producing, memorable experience that positions sales professionals to better operate in the new business reality.

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### PLOTTING YOUR DESTINATION

- Learn about the knowledge, skills, and attributes that characterize an effective negotiator.
- Understand how the tone of negotiations will vary depending upon interpersonal and environmental factors.
- Learn a strategic process for negotiation that will serve as the foundation for the remainder of the program.
- Analyze your conflict resolution and negotiation style.

### PREPARING THE PATH FOR SUCCESS

Many sales professionals make strategic and often irreversible decisions by assuming that negotiating begins in the final stages of the sales cycle, rather than as part of the ongoing relationship.

- Develop your ability to establish positive contact with a prospect.
- Create and preserve an interdependent relationship with customers during the sales process.
- Diagnose communication barriers and eliminate them.
- Anticipate and diffuse confusion, objections, and hostility that could otherwise stifle or derail the relationship.
- Determine your personal strengths and weaknesses and develop a plan for building durable customer relationships.

## DEVELOPING YOUR SOLUTION

A thorough exploration of the customer's needs and wants can often reduce or eliminate the need for negotiation.

- Develop a deeper insight into the customer's critical needs, concerns, and how to address those needs in the negotiation process.
- Understand the decision-making process and criteria for success.
- Create organizational maps to obtain access to all decision makers.
- Provide the rationale for adopting a solution.
- Demonstrate how the solution brings value to the customer.
- Influence the customer to take action and reach agreement.
- Eliminate profit-draining concessions.
- Understand the issues that could potentially diminish the value of the solution.

## TACTICAL MATTERS

- Practice identifying sources of value for exchange and concessions.
- Examine the structure of a successful negotiation and how to replicate it.
- Learn powerful negotiation tactics such as "Best Alternative to a Negotiated Agreement;" "Listen, Acknowledge, Explore, Respond;" and Quid Pro Quo.

## NAVIGATION AROUND MINEFIELDS

In today's marketplace, customers are understandably willing to go to extreme measures to get the best deal for their organizations. There are a number of tools and tactics utilized by customers to control, coerce, intimidate, and confuse salespeople into making unwarranted concessions.

- Identify potentially profit-draining tactics and learn methods to counteract them.
- Develop the confidence and competence to handle tough situations with effective diplomacy.

## A VIEW FROM THE SUMMIT

- Engage in a role-play that utilizes the skills, tactics, and strategies that make up the workshop.
- Examine the concept of "balance" to protect your organization's resources while moving the customer toward a commitment to action.



● ● ● TAKE THE LEAD