

CAREW INTERNATIONAL

SALES TRAINING

LEADERSHIP DEVELOPMENT



Negotiations a Critical Piece of Sales Training



Jeff Seeley, CEO
Carew International

When the going gets tough, everyone wants a price break. And across the board, times are feeling pretty tough right now. Chances are your organization is being affected by price concessions - either you are asking for them or being asked to make them - maybe both. Customers feeling the pinch demand more concessions, and suppliers are hard pressed to comply as they defend their own bottom line. The current economic climate has made pricing a real hot button, putting even the best business relationships to the test. Your organization will surely be on the losing end of the deal if key

participants in your company aren't equipped to negotiate effectively.

Consistently, it is the sales organization which has the greatest need and stands to benefit the most from improved negotiation skills - for the simple reason that so few organizations address this as a critical component of sales training. Negotiations have long been a skill associated with purchasing and acquisitions. Yet, there is typically far greater loss/gain potential in the sales function. Ineffectiveness here will cost your organization dearly - both in profit and customer satisfaction.

Negotiations should not only be a part of every sales professional's skill set, it should be a part of their everyday life. Negotiation isn't a tool to be used during the annual pricing discussion. It is one (key) component of effective communications with customers. It's listening to understand

key issues and needs. It's exploring to find opportunities to add real value. It's positioning and articulating the benefits your organization brings to your customers...every day.

Clearly, the economic climate can influence and increase customers' sensitivity to price. But pervasive and frequent pricing issues are symptomatic of weak selling skills. If pricing is a widespread challenge in your sales organization, you need to examine the skill set among your sales professionals. A one, two or five percent price break may not sound like much...until you see its impact when it hits your bottom line. And since the negotiation skills of your sales team could determine whether the bottom line is black or red, there is no better training investment today.

Downloads of Carew International's comprehensive white paper
"Defending the Price"
are available at <http://www.carew.com/defending.html>

