



NEGOTIATING TO YES—SALES EDITION

Negotiation is an ever-present part of any sales process. It occurs informally throughout the sales process, and more formally when specific proposals and agreements are on the table. Effective negotiating protects sales revenue and improves profit margins. If you want your salespeople to improve profitability, compete on value rather than price, and enhance how customers perceive your credibility and the value of your capabilities and products, then *Negotiating to Yes* can help your organization.

Negotiating to Yes (NTY) helps salespeople become better negotiators. It is based on the concept of Principled Negotiation, a method that offers salespeople an efficient process for reaching optimal business agreements that are satisfying to both parties and actually strengthen professional relationships.

Pareto's Optimal Curve



VALUE PROPOSITION

NTY gives salespeople a proven approach for turning face-to-face confrontation into side-by-side problem solving. Implemented as a flexible and integrated Human Performance Improvement (HPI) solution, it enables the establishment of win-win business agreements that lead to long-term customer relationships. It also teaches skills for effective coaching and performance management and provides a variety of tools that can increase top-line sales performance.

APPROACH

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Negotiating to Yes* includes components and activities that enhance:

Participant Readiness: Prepares salespeople and managers for the overall learning experience

- Pre-workshop communication sets the context for learning.

Learning Transfer: Embeds practice and use of new skills in the learning design; the learning can be *flexibly delivered* as a:

- Two-day, face-to-face, application-oriented workshop
- Modular workshop, delivered over non-consecutive days to allow application between sessions

The face-to-face workshop can be taught by a Wilson Learning facilitator or by an organization's own leader-trained in-house professional.

Organizational Alignment: Ensures the organization supports the use of the new skills

- Post-learning reinforcement activities (optional) for both the manager and salesperson support skill application and implementation.

As a result, salespeople will continue to apply the skills and tools learned in *Negotiating to Yes* long after the learning event is completed.

OUTCOMES BY MODULE

<i>Modules: Key Learnings Are...</i>	<i>Your Salespeople Will Be Able to...</i>
<p><i>Principled Negotiation</i></p> <p>How to achieve mutually satisfying, optimal agreements through an efficient process that strengthens relationships.</p>	Find agreements that are mutually satisfying to both parties. Develop a hard approach to problems and a soft approach toward people.
<p><i>Align People</i></p> <p>How to avoid letting people problems get in the way of positive negotiations. How to clarify the issues important to each party to avoid any potential barriers to reaching an agreement.</p>	Use the <i>Go to the Balcony</i> and <i>Separate the People from the Problem</i> methods in order to keep a clear and open mind during the negotiation.
<p><i>Explore Issues</i></p> <p>How to explore all issues and interests and how to find a creative solution that satisfies everyone involved.</p>	<i>Identify Interests, Generate Options, and Determine Independent Standards</i> during the negotiation process.
<p><i>Reach Agreement</i></p> <p>How to ensure that a negotiation either ends in a mutually satisfying agreement for both parties or in an alternative to a negotiated agreement that meets the principled negotiator's most critical needs.</p>	Identify their best alternatives to a negotiated agreement and present offers effectively using an <i>Offer Conversation</i> that addresses all parties' interests.
<p><i>Difficult Situations</i></p> <p>How to deal with difficult issues and "dirty tricks" used by others during negotiations in order to get the process back on the right track.</p>	Deal with difficult situations in order to keep negotiations going on a constructive and pro-active track.

ENABLING IMPROVED PERFORMANCE

Involving sales managers early on and training them to coach for Principled Negotiation is critical to a successful NTY implementation. NTY supports these activities with various performance application, reinforcement and support tools. Additional learning components such as: an application exercise, job aid cards, electronic reinforcement tools, and performance checklists ensure that salespeople can hone newly acquired skills and behaviors upon returning to work.

MEASUREMENT

Organizations that implement NTY have access to specially developed measurement and evaluation tools. NTY customers receive a Negotiation Strategizer that helps sales managers review skills used in a negotiation and track the actual impact of Principled Negotiation skills on real sales performance.

EVALUATION

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We have a common interest in making sure that NTY brings the results you seek. We are committed to helping you succeed, and we will work with you to set up evaluation systems to help move desired change forward and sustain the momentum of your implementation.

This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities, and integrated with your sales process.