

WIN-WIN SALES NEGOTIATION

M2M LEARNING OBJECTIVE

WHO SHOULD ATTEND?

Sales Professionals Selling Products/Services of Corporate, Industrial, Consumer, Maintenance, Shipping, HoReCa, Logistics and People involved in Corporate Sales Negotiation

M2M Skill ONE

Identify Customer Fear – Delivery Delay, Downtime, Peace of Mind, Previous Failure, etc.

M2M Skill TWO

Develop a Customer Profile and Decision Influencer Worksheet

M2M Skill THREE

Manage Negotiation Environment – Tables, Chairs, Seating, Location, Meeting Room, etc.

M2M Skill FOUR

Win Trust – Your Professional Body Language, Choice of Words, Grooming and Clothes

M2M Skill FIVE

Six Key Steps to Handle Customer Objections and Frustrations!

M2M Skill SIX

Develop Negotiation Worksheet – Present to Top Management the 'BEST' Deal!

M2M Skill SEVEN

Brainstorm – How to Handle Difficult Customers

M2M Skill EIGHT

Sales Negotiation Process – Develop your Strategic Bargaining Position!

FOCUSED ON RESULTS

Amazon is guided by Four Principles: Customer Obsession rather than Competitor Focus, Passion for Invention, Commitment to Operational Excellence and Long-Term Thinking. (source: the amazon blog [dayone](#))

As a company grows, it becomes easy to rely on the PROCESS, rather than the RESULTS! When that happens, companies stop looking at outcomes and only consider whether they followed the process correctly, not whether the desired outcome was achieved.

Similarly, a True Sales Professional is one who Focus on Results and Avoid Blaming the Product, the Company or Lack of Promotion Support. A Sales Achiever can become a Sales Person in 'Stasis State' – Unchangeable, Unadaptable and Stagnate. They will Decline in Extreme Slow Motion and become Comfortable with their Success and then followed by Irrelevance and Painful Career Decline!

Thus, Focus on Results is a Very Powerful Philosophy for SALES SUCCESS as it requires us to just THINK of HOW to Achieve Sales Targets!



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WIN-WIN SALES NEGOTIATION

A Customer Obsession – Deliver Customer Value and Achieve Negotiation Targets

PART A WIN-WIN SALES NEGOTIATION - DELIVER CUSTOMER VALUE

1. **Customer 'Negative' Negotiation Habit** – Cost Down Focus, Boss Expectation, Competitors Cheaper, etc.
2. **Corporate Sales Negotiation Success** – Sales Preparation, Selling, Negotiation and Sales Closing

PART B SALES CONFIDENCE – BE RESULTS FOCUSED

1. **SELECT 'RIGHT' CUSTOMER and FEAR of FAILURE**
 - A. **Customer 'Fear of Failure'** – Vendor OTD, Quality, Complaints, Peace of Mind, New Vendor Confidence, etc.
 - B. **RIGHT Sales Prospect** – Reduce Time Wastage and Target at Recently, Frequently and Monies to Purchase!
 - C. **M2M Skill ONE** – Identify Customer Fear – Delivery Delay, Downtime, Peace of Mind, Previous Failure, etc.
2. **CUSTOMER KEY DECISION INFLUENCERS (KDI)**
 - A. **Customer KDI Negotiation Impact** – Initiator, Initiator, Influencer, Decision Maker, Buyer and User
 - B. **Win Customer POWER BROKER Over** – Focus on Profit Contributors, Seniority, Trusted Lieutenant, etc.
 - C. **M2M Skill TWO** – Develop a Customer Profile and Decision Influencer Worksheet
3. **SALES NEGOTIATOR 'WINNING' SELF-CONFIDENCE**
 - A. **First Impression Impact** – Your Professional Negotiation Personality and Project RIGHT Body Language!
 - B. **Win Customer Trust and Confidence** – Right Choice of Words, Products/Services Knowledge and Relaxed!
 - C. **M2M Skill THREE** – Manage Negotiation Environment – Tables, Chairs, Seating, Location, Meeting Room, etc.

PART C HANDLE 'NEGATIVE' CUSTOMERS

4. **DYNAMIC SALES PRESENTATION IMPACT**
 - A. **Speak Customer 'Language'** – Focus on Key Issue, Service/Technical Support and Value Creation!
 - B. **Direct and Indirect Sales Opening Presentation** – Customer Control versus Sales Control!
 - C. **M2M Skill FOUR** – Structure Sales Presentation Flow – Getting Customers Attention and Interest!
5. **HANDLE PROBLEMATIC and DIFFICULT CUSTOMERS**
 - A. **Identify Major and Minor Customers Conflicts** – Be Solution Oriented to Make Discussion Productive
 - B. **Manage Difficult/Negative Customers** – Statements, Facial Expression and Buying Signals
 - C. **M2M Skill FIVE** – Six Key Steps to Handle Customer Objections and Frustrations!

PART D NEGOTIATION CONFIDENCE – RESULTS MATTERS

6. **SALES NEGOTIATION TARGETS and ACHIEVEMENT**
 - A. **Sales Negotiation Fact-Finding** – Customise Criterias, Min/Max Position and Major/Minor Goals!
 - B. **Set 'Dynamic' Negotiation Goals** – Identify Customer Position, Bargaining Power and Negotiation Gaps
 - C. **M2M Skill SIX** – Develop Negotiation Worksheet – Present to Top Management the 'BEST' Deal!
7. **SALES NEGOTIATION STRATEGIES**
 - A. **Hard Bargaining Phase** – Manage Customer Negotiation Strategies
 - ▶ Lower Limit
 - ▶ Good Guy Bad Guy
 - ▶ Salami
 - ▶ Limited Authority
 - ▶ Cost Assessment
 - ▶ Challenge
 - ▶ Trading Concessions
 - ▶ 50:50 Compromise
 - ▶ Standard Practice
 - ▶ Defer
 - B. **Handle Unfavorable Customer Reactions**
 - ▶ Fence-Sitters
 - ▶ Tension
 - ▶ Re-enter
 - ▶ Supplier Walk-Out
 - ▶ Backed to a Corner
 - ▶ Say NO
 - ▶ Get More Than Expected
 - ▶ Good Guy Bad Guy
 - ▶ Convert Confrontation
 - ▶ Control Emotions
 - C. **M2M Skill SEVEN** – **Brainstorm** – How to Handle Difficult Customers
8. **RESULTS FOCUSED PRESENTATION CLOSING**
 - A. **Sales Closing Styles** – Win Commitment, Summarise Terms/Conditions and Avoid Post-Sales Conflicts!
 - B. **Summarise Sales Presentation** – Focus on Critical Benefits and Never Fear Sales Failure!
 - C. **M2M Skill EIGHT** – Sales Negotiation Process – Develop your Strategic Bargaining Position!