

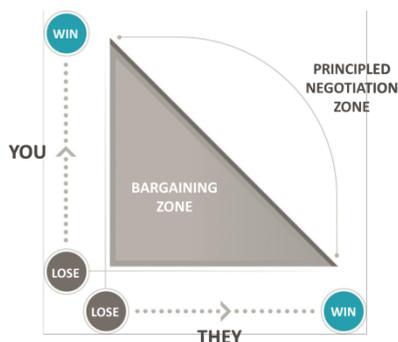
# Negotiating to Yes (Sales Edition)



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.

*Negotiating to Yes (Sales)* (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



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## Program Outcomes

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 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.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, NTY includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares participants and managers for the learning experience:

- Pre-workshop communication and assignment

**Learning Transfer** design embeds practice and use of new skills. The learning can be flexibly delivered as a:

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

All can be delivered in modular format 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 available for both the manager and salesperson

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

## Modules: Key Learnings Are . . .

### Principled Negotiation

How to achieve mutually satisfying, optimal agreements through an efficient process that strengthens relationships

### Align People

How to set a positive climate for negotiations; how to separate the people from the problem to prevent people issues from getting in the way of a successful negotiation

### Explore Issues

How to focus on uncovering information needed to create compelling solutions

### Reach Agreement

How to ensure that a negotiation either ends in a mutually satisfying agreement or in an alternative to a negotiated agreement that meets the principled negotiator's most critical needs

### Difficult Situations (only in two-day workshop)

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

## Your Salespeople Will Be Able To . . .

Find agreements that are mutually satisfying to both parties; develop a hard approach to problems and a soft approach toward people

Use a *Stakeholder Map* to identify key stakeholders and determine negotiation objectives; set a positive tone and avoid interpersonal tension by *Stepping to Their Side*

Focus on interests not positions by *Identifying Interests*, *Generating Options*, and *Determining Independent Standards* during the negotiation process

Identify their *best alternatives to a negotiated agreement* (BATNA) and explore how to make offers in a way that maximizes that they will say "yes"

Deal with difficult situations in order to keep negotiations going on a constructive and proactive track; Go to the Balcony, Reframe, Use a Positive No, Apply Principled Negotiation

## Continued

### Enabling Improved Performance

*Negotiating to Yes* (NTY) includes various performance application, reinforcement, and support tools, such as application exercises, job aid cards, electronic reinforcement tools, performance checklists, etc. These tools ensure that participants can hone newly acquired skills and behaviors upon returning to work. Involving sales managers early on and training them to coach for Principled Negotiation is critical to successful program implementation.

### Evaluation

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.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

### Strategic Partner



Dr. William Ury has partnered with Wilson Learning for many years. Dr. Ury is a cofounder and Distinguished Senior Fellow of Harvard's Program on Negotiation. He is coauthor of *Getting to Yes: Negotiating Agreement Without Giving In*, a fifteen-million-copy best seller translated into more than 35 languages, and author of the award-winning *Getting Past No: Negotiating in Difficult Situations*. The negotiation techniques in these books serve as the foundation for Wilson Learning's *Negotiating to Yes* offering.

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