

ELAvate Negotiation Skills (ENS)

An ELAvateGlobal Sales Workshop

Successful salespeople know that successful negotiations are those where everyone wins – the customer, their organization, and themselves – Win³

Gaining customer commitment to a profitable business partnership ... that's the ultimate goal of every interaction between your salespeople and your customers. But in today's marketplace, securing customer commitment is more challenging than ever before.

Increasing competition and escalating customer demands make it difficult for salespeople to gain acceptance of an initial sales proposal. More often than not, the salesperson is expected to negotiate or risk losing the business. Many times salespeople are sent to procurement or the finance department to close the final sale.

Negotiate mutually satisfying agreements

To build lasting, profitable client relationships, salespeople must be able to negotiate agreements that benefit everyone: the customer, the salesperson, and their organization – Win³.

ELAvate Negotiation Skills provides your salespeople with the concepts, strategy and skills needed to steer face-to-face negotiations to a successful close. In three modules—**Defining, Preparing, and Conducting**—the ENS workshop teaches your salespeople how to:

- Determine which situations require selling skills versus transactional or consultative negotiation skills and when to use these skills.
- Analyze the customer and sales points of view to gain the perspective needed to negotiate effectively.
- Learn the 4 criteria on when to move from selling to negotiating.
- Develop a negotiating strategy using the **ENS Negotiation Planner** that optimizes the outcome for all parties and results in a mutually beneficial agreement.
- Learn the skills of Conducting the Negotiation to lead a consultative sales negotiation through to a successful conclusion.
- Learn the “6 Types of Probes” to gain more clear and complete information on customer needs, differences and demands.
- Learn the “5 ways to Empathize” to better align with the customer feelings and point of view.
- Redirect customer counterproductive behaviors and impasses to maintain a consultative approach.
- Generate variables and negotiation alternatives that satisfy the requirements of all parties and satisfy both negotiating and relationship goals.
- Learn how to “put price aside” when a customer wants to negotiate price or discounts as the first difference.
- Utilize planning tools to prepare for negotiating success—in the moment.

Skills lead to results

To ensure participants grasp and apply the new concepts and skills, the ENS workshop employs a variety of interactive training methods. The ENS Negotiation Planner, ENS Skill Guide Card and Skill Application Sheets offer participants important ENS skill review and reinforcement back on the job.

The results? When your salespeople understand how to negotiate effectively, they not only reach more sales agreements more often, they also ensure the profitability of those agreements for your organization.

Benefits of Using ELAvate Negotiation Skills

Your salespeople will:

- Improve their sales performance by refining their ability in critical selling and negotiating skills
- Be better prepared to conduct negotiations using the ENS Negotiation Planner
- Experience more confidence in handling challenging negotiations
- Feel a greater sense of control during negotiating sessions
- Experience stronger salesperson/customer relationships by ensuring a Win³ outcomes

Your customers will enjoy:

- Negotiating with salespeople interested in reaching a mutually beneficial agreement, not just a sale
- Reaching agreements that are compatible with their organizations' needs and goals
- Staying up-to-date on all the details and commitments of new agreements and the steps needed to finalize them

Your organization will experience:

- Increased profits from giving your salespeople the know-how to negotiate for profitability, not just to close the sale
- Shortened sales cycles by helping salespeople work out potential solutions before meeting with customers
- An enhanced image and stronger ties with customers by showing your salespeople how to negotiate agreements with the customers' best interests in mind

Module Highlights & Outcomes

ELAvate Sales Negotiation is built on recent global research (2022) that identified the critical factors associated with negotiation success today and into the future. A two-day program, ELAvate Negotiation Skills focuses on three key areas:

Defining the Approach

In this unit, sales negotiators learn the differences between consultative and transactional negotiating and how to recognize which approach should be taken in specific client situations. Participants also explore the concept of win-win², which defines the true measure of success for a sales negotiation: a salesperson win, a sales organization win, and a customer win.

Preparing for the Negotiation

One of the conclusions of the recent research was that salespeople are often at a disadvantage in negotiations (particularly if they are negotiating with a professional buyer). This disadvantage arises from the fact that customers often prepare in greater depth than salespeople before a negotiation. As a result, a significant portion of the ELAvate Negotiation Skills program is devoted to preparation. Specifically, this includes using the ENS Negotiation Planner to review and plan:

- **Timing:** Using a set of criteria to determine when to negotiate and when to keep selling when faced with customer issues over price, deliverables, and terms and conditions.
- **Insight:** Leveraging insight on both sides of the table: sales and the customer. Sales professionals learn to analyze the players who will be involved (styles and stakes) and the parameters that those players will work within (walkaways, other options, must-haves, etc.)
- **Strategy:** Developing and evaluating a creative list of alternatives that can be used to alter your proposal in ways that are satisfactory to all parties involved. Specifically, includes learning the proper use of Trade-Offs, Concessions, Enhancements, and when to Split the Difference.

Conducting the Negotiation

In the final section of the program, sales professionals learn how to conduct the negotiation itself including positioning and framing the negotiation, exchanging alternatives to resolve differences, handling impasses, defusing counterproductive behaviors and securing a final agreement.

Throughout the program, participants focus on planning for their own client negotiations, brainstorming options with their peers, and practicing negotiation strategies.

ENS Workshop Specifications

Audience

Experienced sales professionals & sales managers. Participants should have a good foundation of B2B selling skills.

Length

2 days

Format

Reading, using the negotiation planner, practice pairs role play, group discussions, exercises, skill application sheets

Instruction

ELAvate Training Performance Consultant or your own ELAvate Training certified facilitator

Class size

6 to 16 participants, face to face or virtual environments

Prerequisites

Prior participation in face-to-face selling skills training, 1 year of B2B selling experience, solid product and market knowledge, some negotiating experience.