



# Negotiating to Win<sup>3</sup>

*Competition in today's marketplace is intense. With all of the options available to customers making a purchasing decision, many products and services seem to be differentiated only by price. Price is not, however, a sustainable strategic differentiator and can change at any time.*

*Negotiating to Win<sup>3</sup> provides sales professionals with the skills to move customers from reluctance to commitment by focusing on the value your organization brings to the table. Your salespeople will learn valuable negotiation skills and how to sell with conviction.*

## Course Overview:

### Module 1: Negotiating to Win/Win/Win

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During this module, we emphasize that negotiating is a process used to arrive at an outcome that benefits everyone: the customer, the salesperson, and the organization.

### Module 2: Understanding Yourself

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This module presents the five basic negotiation styles, specifies the behaviors associated with each style, and explains how each style affects the negotiation process and the salesperson's approach.

### Module 3: Understanding Your Customer

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Understanding your customers and what constitutes a win for them is essential. During this module, we outline structured questions to ask to discover the customer's interests and concerns, and to determine how customers perceive the value you offer them.

### Module 4: Planning for the Negotiation

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During this module, we outline how to identify concessions, other than price, that are of value to the customer. This module demonstrates how to plan your questions to gain a deeper understanding of the customer's requirements.

### Module 5: Conducting the Negotiation

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Maintaining a good customer relationship throughout the negotiation process is essential to the sale. During this module, we outline seven negotiating techniques that will facilitate and ensure a "win" for all concerned with the sale.

## Skills Addressed:

- Understanding your personal negotiation style, and the style of others
- Planning for negotiations
- Understanding needs, positions and interests
- Leveraging your value proposition as part of the negotiation
- Applying negotiating strategies and tactics
- Managing the relationship to a win/win/win outcome

## Course Overview—Continued

### Performance Outcomes:

#### As a result of this course, participants will be able to:

- Move customers from reluctance to commitment by focusing on value.
- Identify concessions beyond price that are of value to the customer.
- Structure questions to discover the customers' interests vs. positions.
- Maintain customer relationships throughout the negotiation process.
- Sell with conviction.

#### Course Length:

8 hours

#### Includes:

- Participant materials
- Negotiation styles assessment
- Development tools

#### For more information:

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