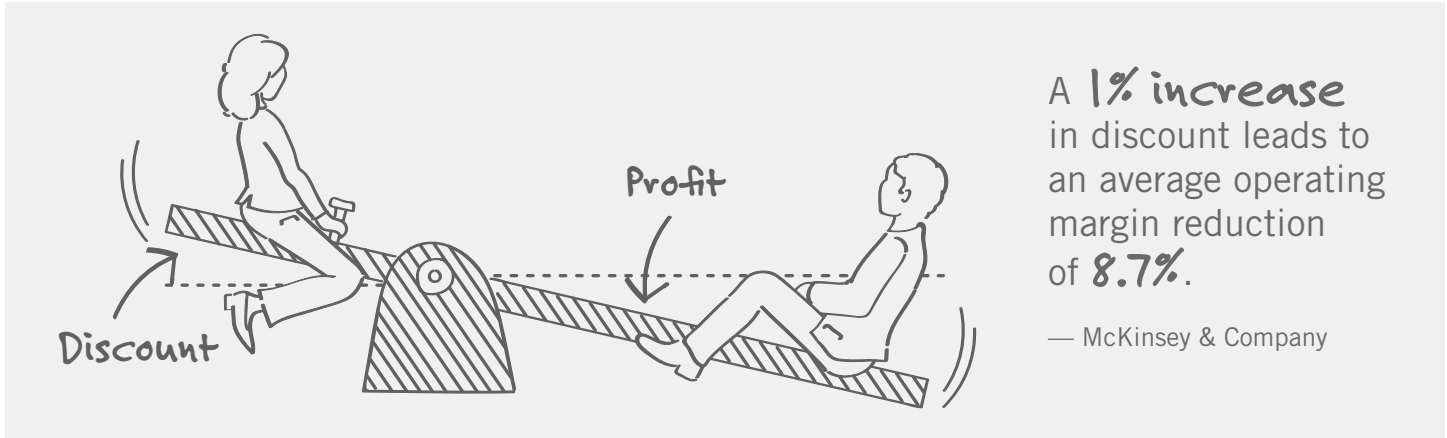


SITUATIONAL SALES NEGOTIATION



Business Challenge

Your sales and service professionals are under intense pressure to sell value, not price, in a complex business environment. They face increasingly powerful purchasing organizations, savvy well-trained buyers, and unprecedented demands to get more done in less time.

Uncomfortable with the tension this creates, they negotiate too quickly over price rather than business value at critical points in the sales cycle, and give away too much. To succeed in this challenging environment, your sales team must think, plan, and act differently in critical customer negotiations.



How This Affects You

- You're not laying the groundwork for better deals throughout the process.
- You're offering excessive discounts out of desperation and frustration.
- You're failing to use tension to your advantage to create better deals.



What if You Could...

- Reduce excessive discounting and unnecessary concessions by your sales team?
- Improve your team's ability to create value throughout the sales process—and get paid for it?
- Arm your sales team with skills and tools to harness tension in negotiations—and use it to create better agreements?

If...

Your sales team focuses too quickly on price in the sales process, and doesn't uncover customer needs effectively...

They still end up selling to the wrong people...

They give away too much, too soon...

Then...

You need Corporate Visions' **Situational Sales Negotiation™**: a unique selling skills program that prepares your team to think, plan, and behave differently with your customers, and to negotiate with conviction throughout the sales process, not just at the close.



What it is

Situational Sales Negotiation uses a blended learning approach to achieve the most effective results. It combines eLearning, in-person coaching and training, and reinforcement after the event.

Knowledge Transfer

An eLearning course provides a pre-event knowledge transfer of the skills you'll be putting into practice.

Hands-on Practice

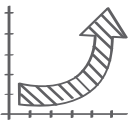
Apply your new skills to specific sales negotiations at your in-person event. You'll work on deals currently in your pipeline, under expert guidance and peer coaching.

Just-in-time Reinforcement

Your team receives ongoing skills reinforcement in a series of activities designed to speed up adoption and help them apply their new strategies to actual accounts and opportunities.

ROI Assessment

Track adoption, behavior change, and business impact with a 90-days after-training assessment conducted by a third party performance measurement company.



What You Gain

- Improve the size and profitability of your customer relationships
- Avoid costly discounts and "giveaways" that erode your margins
- Manage the natural tension in negotiations, and use it to craft better, more profitable agreements