



CRITICAL SALES NEGOTIATIONS™

Achieve Positive Outcomes with the Art of Negotiation

Whether it involves working through new opportunities with customers or internal partners, successful sales professionals recognize that the best things in life and in business are rarely free – but they can be negotiated. Doing so effectively requires a mastery of negotiation fundamentals.

Janek Performance Group's **Critical Sales Negotiations™ Skills** program leverages its learning design model called **XFactor™** to provide sales professionals with the skills, best practices and behaviors they need to effectively negotiate with new and existing customers.

Ultimately, the goal is to increase margins at the highest level possible while still achieving a win-win solution for the customer. Attendees will come away with the tools necessary to achieve this desired outcome.

Companies that **reduce** their discounting during sales negotiations by 1% **increase** their operating margins by 9%.

McKinsey and Co.

Smart Training Implementation Plans

After years of successfully supporting organizations to achieve their sales objectives through our training services, we've realized there are few things more critical to the success of a training initiative than a well-designed training implementation plan.

Prior to the training; Janek will work closely with your team to develop a plan that focuses on three key areas: before, during and after the training. By creating a plan to prepare the participants prior to the training, delivering tailored training solutions and supporting the participants following the training, we ensure the highest ROI and overall results.

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Program Benefits & Outcomes

- Recognize the distinct difference between selling and negotiating
- Develop in-depth negotiation strategies and skills
- Align the right approach to your sales situation
- Strategize negotiation points and know when to introduce value-added offerings
- Overcome obstacles in the negotiation
- Create win-win outcomes

Additional Services

- **Customization:** Janek can either leverage its existing suite of award-winning curriculum or provide robust customization services to create tailored training for your team.
- **Reinforcement:** Janek offers reinforcement programs to support the effective implementation of the skills provided in the workshop in real-world sales interactions.
- **Measurement:** Janek supports clients in validating the effectiveness of the sales training in terms of performance improvement, business results and ROI.

Target Audience

- Sales Professionals
- Sales Executives
- Sales Managers
- Sales Support Staff

Workshop Length

- 1 or Multi-Day Format

Participant Materials

- Training Workbook
- Job Aides
- Supporting Worksheets
- Program Certification

Delivery Options

- Instructor-Led Classroom
- Instructor-Led Virtual
- Train-the-Trainer Certification

About Janek

Maximizing your sales performance is Janek's top priority.

Our trainers combine personal success as sales professionals with proven effectiveness as sales trainers. Meeting you where you are, we take you to where you want to be – with all the tools and strategies you need to reach your true potential.

To learn more about Janek and our training options, visit us online at www.janek.com.

Ready to
Get Started?

To schedule a private training for your organization visit www.janek.com or call **800.979.0079** today.