

In today's global, interconnected sales world, your negotiations should be win-win focused – without sacrificing margins. That's why your sales team needs Critical Sales Negotiations.

Critical Sales Negotiations is a proven, field-tested program that teaches sales professionals how to understand, assess, prepare, and execute win-win collaborative sales negotiations that maximize value for all involved parties.



## Benefits of Critical Sales Negotiations

- **Achieve increased confidence and skill as a negotiator** by applying the proven strategies and skills offered in the Critical Sales Negotiations program
- **Gain a deeper understanding** by recognizing negotiating is not just about the process; instead success involves the right mindset, preparation, and execution
- **Leverage the advantage** of recognizing and responding to five major negotiation styles
- **Increase the odds for success** by following a negotiations preparation tool to pre-assess the situation and the parties involved
- **Become a skilled collaborative negotiator** – creating long-term customer relationships and maximizing value for both parties
- **Handle even the most challenging negotiations** by applying proven negotiation best practices and strategies specifically designed to address difficult customer situations



## Quick Facts

### Perfect for

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

### Workshop Length

- 1-day or multi-day format

### Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification

### Delivery Options

- Instruction-led classroom
- Instruction-led virtual
- Train-the-trainer certification

Using real-world examples to illustrate key sales training concepts, the Critical Sales Negotiation Skills program fosters the development of research-based skills imperative for success in today's competitive marketplace.

### **Program Objectives of Critical Sales Negotiations**

- Discuss the interdependent relationship between **selling and negotiating, and develop a plan** for keeping the endgame in mind throughout the sales process
- **Differentiate between opponent and partner** mindsets when approaching a negotiation situation
- Practice using a **seven-step collaborative negotiations model** to gain a win-win outcome
- Select and apply appropriate **skills and best practices to successfully handle price negotiations**
- **Recognize and respond to the behaviors demonstrated by the five major negotiation styles** represented in the Critical Sales Negotiating Model
- Determine the critical importance of **Preparation through a planning tool for successful** pre-negotiations
- Identify and practice a series of best practices designed to **handle difficult situations to achieve an enhanced outcome** with the customer

### **Maximize your sales training investment**

Leverage the full scope of Janek's solutions to drive immediate and long-term results.

#### **Customization**

Let us adapt this program for your team's specific needs, industry, sales environment, and culture.

#### **Measurement**

Validate training effectiveness in terms of performance improvement, business results, and ROI.

#### **Reinforcement**

Take advantage of our turn-key and hands-on training reinforcement solutions.

#### **Technology**

Use an innovative technology solution to reinforce training in a convenient and fun format.

**"Thank you for actively listening to our team's needs and for designing an innovative and effective solution that builds upon our existing strengths and provides a platform for continuous improvement. Our team emerged energized with deepened skills."**

**Cathy McCabe**  
Sr. Managing Director, TIAA



### **About Janek**

Janek is an industry-leading, award-winning sales performance company. We service clients of all sizes, from startups to the Fortune 100, and have applied our proven methodology to diverse industries and verticals. Top executives turn to Janek for innovative solutions to their most daunting challenges.

With Janek, thinking is shifted from what you sell to how you sell. How aligns with the fundamental way buying and buyers have changed. How listens and learns to adapt. How differentiates. Bottom line: how results in more business, more often. It's time to rethink how.

**Ready to get started?**

To schedule training for your organization visit [www.janek.com](http://www.janek.com) or call **800.979.0079**

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