

Critical Negotiation™ Skills

How Top Performers Sell

In today's complex and hyper-competitive markets, the ability of companies to negotiate effectively with customers and suppliers is critical. Companies must avoid being outmatched as their customers and suppliers seek to gain full advantage in all aspects of a deal and a business relationship. To succeed over time, companies must lead negotiations with a win-win mindset and method that results in mutually beneficial outcomes.

JaneK's Critical Negotiation™ Skills (CNS) is a purpose-built and research-based program for modern negotiations. The CNS method is artfully crafted to achieve win-win outcomes while maximizing one party's benefits yet still satisfying the other party. CNS offers a robust model based on two Core Principles (Trust, Value) and four Negotiation Stages (Prepare, Open, Trade, Conclude).



Benefits of Critical Negotiation Skills

- **Understand** how readiness factors predict success before considering a decision to negotiate.
- **Prepare** with purpose-built tools and worksheets to effectively manage and influence a negotiation.
- **Gain a deeper understanding** of how to build trust to maximize deal potential and velocity.
- **Derive value** that is tailored to fit how the other party perceives value.
- **Open a negotiation** with confidence and align in a productive way.
- **Lead the trading rhythm** to achieve mutually beneficial outcomes on big deals and small deals.
- **Maximize benefits** while still satisfying the other party by applying key concepts.
- **Conclude a negotiation** by making the commitment memorable and immediately actionable.



Quick Facts

Perfect for

- Sales Professionals
- Marketing Professionals
- Purchasing Professionals
- Service Professionals

Workshop Length

- 1.5-day Onsite
- 3, 3.5-hour sessions Virtual

Participant materials

- Participant workbook
- Supporting worksheets & tools
- Job aides & reference guides
- Program certification
- Materials delivered print & digital

Delivery Options

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

Using real-world examples and hands-on activities, the Critical Negotiation™ Skills program builds and extends the knowledge and skills which are vital for success in today's business negotiations.

Program Objectives of Critical Negotiation Skills

- **Build skills and confidence** by applying a proven approach.
- **Build trust** to achieve velocity and favorable outcomes.
- **Derive value** based on what is important and suitable.
- Negotiate as a **financial steward** on fair exchange.
- **Recognize and respond** to negotiation styles and tactics.
- **Maximize potential** by knowing the company, people, deal.
- **Trade effectively** in an offer, counter, assess rhythm.
- **Conclude with clarity** to reinforce commitment to the deal.
- **Reduce resistance** by fully understanding and addressing it.

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 Performance Group is an industry-leading, award-winning sales performance company headquartered in Las Vegas, Nevada. Janek offers solutions in sales training, consulting, and talent management for companies of all sizes, from startups to Fortune 100. Janek is expertly positioned to advise and serve clients in planning, developing, implementing, and sustaining sales performance solutions that generate measurable results. Janek's portfolio of offerings span all modern selling situations and are research-based and purpose-built to enable salespeople, sales leaders, and their organizations to win more often.

Ready to get started?

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

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