

Negotiating To Win©

You don't just get what you deserve;
get what you negotiate for



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Thank you. Please enjoy the show

Negotiating To Win©

Creating a strong negotiating position

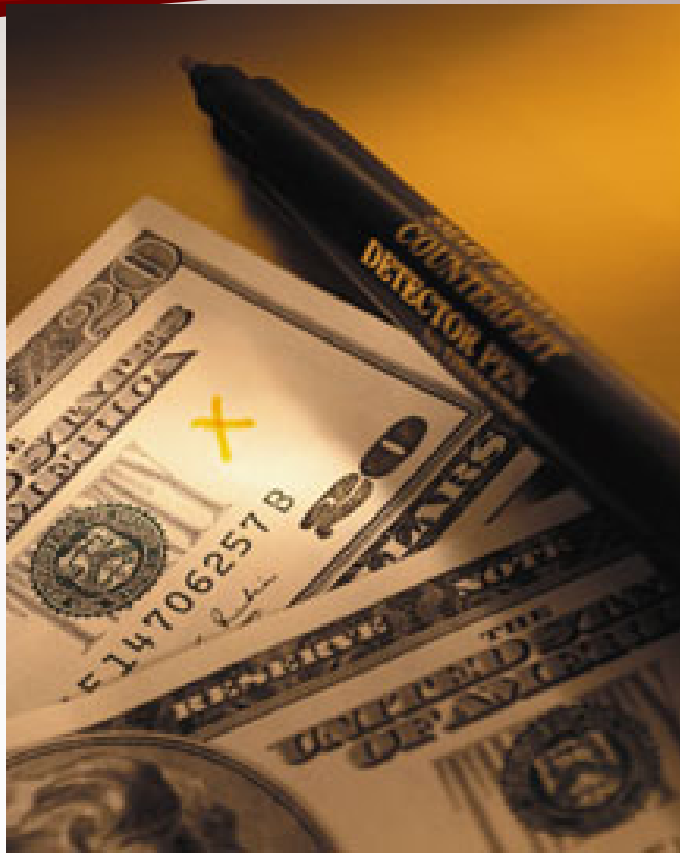


Negotiation skill set training provides crucial negotiation techniques, strategies and tools to effectively handle a wide variety of negotiation situations.

- **Improving sales profitability**
- **Getting back more than you give away**
- **Managing issues of gender and culture**
- **Baby steps discounting technique**
- **Barter discounting**
- **Providing product not dollars**

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Adding value...



Getting more cash is of course the direct, in most cases the most desirable result. But what if you cannot get more cash? What if you have truly reached bottom line?

What if your widget is exactly the same widget as the guy next door, but he is selling his widget for less?

Negotiation to Win© will show you how to add value to your product or service.

How to utilize bartering. An old, but with our sophisticated techniques, an effective and powerful negotiation tool.

Substituting goods for cash typically saves 40-50% of the giveaway.

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Take Your Time ...



Rome wasn't built in a day and the best deal wasn't consummated because we were looking at our watch.

Let's focus on the simple fact that you need to get more for your stuff. How to pace ourselves toward the best possible deal.

Learn the immense power of baby steps in negotiation ...

How to "nickel and dime" and gain respect and credibility while doing so..

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Don't discount, differentiate ...



If you are perceived to be merely offering the same product or service as the guy next door, do you really think you deserve to get more \$\$ for your stuff?

Learn how to differentiate your business, product or service to justify higher prices.

If you truly have the worlds best mouse trap you don't need us .. Just advertise it powerfully and the world will beat a path to your door.

If you don't have "Unique" lets figure out how we create that reality.

Learn how to position your product or service to enable you to sell at the highest possible price.

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Means Win/Win ...



When was the last time you enthusiastically purchased something from someone you disliked? Probably a long time ago? And only then because you had no choice.

First let's understand people buy from people. People they like, respect and admire. People tend to buy more and give more for the product while smiling and laughing.

This module of our program trains how to create friends not just customers. How to inject tactical humor while negotiating.