

## Immediate and Tangible Benefits

- ❖ Strengthen your credibility
- ❖ Increase your average sales revenue
- ❖ Shorten your sales cycle

## K&R Value Based Negotiations™ *Win Wisely*

### *As a sales professional*

How do you prepare for your negotiations? When do you believe negotiations actually begin? How do you proactively manage executive involvement on opportunities where the executive will inevitably get involved? How do you manage your value discussions when it seems the client is only interested in price? What can you do to focus the prospect on the value that your solution provides, not just price? This module will address a few common situations that impact the role in negotiations, whether internally or externally. You will learn how to use negotiation alternatives that maximize value, minimize discounting, and accelerate closing.

### *Mastering Negotiation Skills*

Your business clients and prospects are good negotiators and demonstrate confidence through consistent success and positive results negotiating against you and your support teams. They know how to use the calendar, period business performance and prior transactions to get lower prices and better terms. They often minimize the value of your unique solution. They leverage prior pricing levels and terms as their initial offers. They are clever and very effective as they often “divide and conquer” your organization.



Learn how to neutralize your clients' arguments. K&R's Opportunity Forensics™ provides enhanced analysis, facts and recommendations on individual opportunities and also provides solution value Gap Analysis. This enables you to focus and create unique value which builds a strong business case for the prospects' investment in your solution.

K&R provides a practical framework, the Negotiation Success Range™ (NSR), which will enable you to more effectively organize and lead your team through client negotiations.

This NSR™ guides you and your team to set the boundaries of the negotiation; functionality, terms and conditions and pricing. This simple to use methodology truly changes your behavior and the structure you put around opportunities. The NSR™ guides you to the point where not only are both parties satisfied, but they also can succeed under the terms of the agreement.

## The K&R MID™

The K&R MID™ chart assists the sales representatives to prioritize the components of the solution. This tool helps distinguish between Mandatory, Important and Desirable elements in a negotiation.

K&R stresses the importance of using Principled Concessions™ whenever you change the solution, pricing, terms, or conditions of a proposal. The definition being: a concession made with business rationale related to value.

At the conclusion of this course, sales representatives will be able to:

- Know when—and when not—to negotiate
- Develop an effective plan and strategy for any negotiation
- Know what behavior to adopt at each stage of the negotiation
- Adjust their communication style to achieve desired results
- Successfully apply the principles of persuasion to any negotiation situation
- Apply effective negotiating skills face-to-face, on the telephone or through e-mail and other media
- Recognize and counter the most common negotiating tactics
- Move from “no” to “maybe” to “yes”



Learn concepts and techniques to develop and articulate quantified value. Foster more effective internal teamwork and improve negotiation results for the entire sales team. Whether you are calling on Fortune 100 or small to medium businesses, the goals are simple: close sooner, with higher revenue and profit.



### About K&R Negotiation

K&R Negotiation Associates, LLC, is a consulting firm specializing in structuring and negotiating business transactions around the world. The company is comprised of professional negotiators, sales executives, and business attorneys. K&R professionals average over 20 years of professional negotiation experience and apply a results-driven methodology to change negotiation behaviors and improve negotiating success. K&R's clients include Global Fortune 100 to medium sized companies such as IBM, EMC and Xerox, Bristol Technology (now part of HP), Priceline, SEI and others.

**K&R Negotiations**  
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