

THE SALES NEGOTIATOR

Learn Fast



Win Fast



“Luck is what happens when preparation meets opportunity”

– Lucius Annaeus Seneca

Today's buyers are striving to control every aspect of the seller's interaction. So only by considering 'US' throughout the buyer's journey can a seller have the mindfulness to truly recognise *what buyers want*, *why* they want it, and *how* they will buy it.

The Sales Negotiator: *Learn Fast Win Fast*, is a leading edge program, which recognises negotiated outcomes in sales are not an event they are a process. It gives participants a comprehensive and proven methodology that directly impacts on the ability to create Win/Win outcomes.

It achieves this by focusing on the three governing elements of communication and negotiation.

Preparation that systematically moves you from hope to strategy

Process management that controls the negotiations conceptual framework

Practices that build cooperation and protect your interests

Held over 2-days this program is well suited to sales professionals who want to improve the predictability of their outcomes and strengthen their relationships when it involves; winning tenders and contract re-negotiations in contested conditions, differences over scope and budgets, channel friction over exclusivity and rebates, and the internal alignment that is needed to feel supported and confident.

Your participation will be highly interactive and include group experiences, individual reflections, concept presentations, case studies and critiqued rehearsals.

Learning outcomes

- **Gain** insights into the buyers journey and how small changes can have big impacts on revenues
- Be able to frame and sequence negotiations to **reduce** competitive tension and a focus on price
- **Increase** cross-selling opportunities and margins through more creative concession exchanges
- Obtain a methodology that enables the sales cycle to **shorten** with fewer resources and risks
- Have an increased **awareness** of where you and the buyer are in the negotiation process
- Be **better** able to manage difficult personalities and power imbalances

Program content

- This program has been **accredited** by The CDP Standards Office and its completion equates to 14 hours of Certified Professional Development
- Pre-program needs analysis
- Program manual, support materials and a copy of FROM HOPE TO STRATEGY *The Anatomy of Negotiation*
- Case studies
- Assisted preparation and development of your 'live' issue
- Structured reinforcement

Examples of what others say

Fantastic exposure to a critical area, which plays a major role in our business **Rio Tinto**

Building your capability

Pathfinders Downunder is an established and specialist communication, negotiation and conflict resolution consultancy.

Wayne Harrison is the Principal and program presenter. As a researcher and practitioner of communication and negotiation he is highly respected and regularly called upon by leading organisations for his problem solving know how. Wayne is an accredited mediator, and a Fellow of both the Australian Institute of Company Directors and the Australian Marketing Institute. He has held senior international executive positions, holds board experience and is the author of FROM HOPE TO STRATEGY *The Anatomy of Negotiation*

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