

# Assertive Negotiating<sup>SM</sup>

## What you will learn

The one-day interactive workshop provides real-world processes and tools for managing negotiations. You will learn how to gain a full understanding of all the party's interests, and what is required to effectively deliver a solution that is recognized and truly valued by your customer.

## Who will benefit

- Account executives
- Major account managers
- Strategic account managers
- National account managers
- Global account managers
- Sales managers
- Sales executives
- Marketing managers
- Senior executives
- Sales support professionals
- Finance professionals
- Legal professionals

For more information, call **800.745.8075** or go to:  
[www.selling-up.com](http://www.selling-up.com)

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Whether you negotiate primarily with customers, clients or co-workers, effective negotiation skills can help you present your viewpoints clearly, and get what you want. Old methodologies and techniques no longer work. Today, the most effective sales and business professionals are learning to weave negotiating skills into their interactions with clients, customers and co-workers.

## The process and methodology for breaking through.

**Assertive Negotiating<sup>SM</sup>** provides a process and methodology that helps you build negotiation strategies, organize negotiation meetings, and effectively deliver your value offering. The one-day workshop enables sales and business professionals to:

- Control the tone, the atmosphere and the tempo of your negotiation by orchestrating and managing a process
- Dig to understand what you and your customers need to do to move the negotiation forward and to build or enhance long-term relationships
- Use a tool that guides your strategy, organizes your plan and helps you deliver the total value you bring to the table
- Recognize tactics and deal effectively with techniques used to extract concessions and beat you down on price

## A unique, structured approach.

Based on proven results, **Assertive Negotiating<sup>SM</sup>** goes far beyond tactics and techniques that are no longer effective in today's highly competitive markets. Participants learn to orchestrate the negotiation process to gain commitments from customers and move the negotiation to a close.

Hands-on, real world tools make all the difference. *The Value Planner<sup>SM</sup>* helps you build your negotiation strategy, plan your actual negotiation, and effectively deliver your value offering.

## A comfortable fit for your organization.

**Assertive Negotiating<sup>SM</sup>** provides a plan and tool set that integrate smoothly with any organization's sales process, building on the methodology you've painstakingly developed. You strengthen your organization with new skills that enable your team to proactively manage the negotiation process and add true value to your customer relationships.