



Sales & Negotiations
Anyone who negotiates

Winning Negotiations in a Competitive Market

How to Out-Negotiate the Competition When Price is the Issue

Are your customers focusing more and more on price alone as their biggest concern? Do they lock you into price-focused discussions and try to 'commoditize' your products or services? Are they asking you more and more to 'bottom line' your numbers in order to compete with the other vendors? Times are tough, sales are hard, and we need to make sure our sales representatives have all the best skills to represent us in this highly competitive world.

Can you beat your competitors? You bet you can! Let us help your employees or association members develop a sales and negotiation approach that increases your skill, confidence, morale, and profits.

RELATED WORKSHOPS

Communicating Through Difficult Conversations

Negotiating for Success

No Is Not a Negative Word

Working with Difficult People

The Art of Persuasion

Selling Your Ideas, Products, and Yourself

Presentations with Purpose

alan@ovson.com San Francisco, CA
415.974.6322 www.ovson.com

WHAT'S THE WORKSHOP ABOUT?

Participants learn sophisticated techniques that help them build skills, gain confidence, probe customer's actual needs, and communicate with different types of buyers. Alan uses practical examples, scenario plays, and case studies to get participants to apply these strategies to win competitive negotiations and close more sales.

WHAT WILL BE MY RESULTS?

- Beat the competition by promoting value over price
- Individually have the skills to earn more money in competitive sales situations
- Gain confidence to work through difficult sales conversations
- Expand account margins
- Speed up sales cycles

WHAT WILL I LEARN?

At the end of this workshop, participants will be able to:

- Understand and use the Seven Principles of Sales Negotiation
- Prepare and set high goals
- Handle and overcome conflict situations
- Develop probing questions that clearly define customers' needs and extract hidden needs
- Analyze and respond positively when customer negotiations focus only on price
- Develop and use assertiveness to get what you want
- Develop a concession plan that trades small for large concessions

IS THIS WORKSHOP CUSTOMIZABLE?

Customizable, 2 to 14 hours

Ovson Communications customizes all workshops to address the specific needs, time constraints, difficult issues, communication challenges, and personnel attending of the organization. Before any workshop, Ovson Communications assesses the current environment, key personnel, and pertinent issues. From this assessment, Ovson Communications tailors a workshop specifically suited to the organization.