



Take the Lead® in Negotiations for Profitable Growth & Strong Customer Relationships.

Master negotiation best practices to achieve mutually beneficial results while strengthening relationships. Learn how to confidently communicate value, eliminate profit-draining concessions, improve margins, and increase deal size. Examine the structure of successful negotiations and discover powerful negotiation strategies and tactics. Build the competence and confidence to handle tough situations with effective diplomacy. Develop the self-awareness, self-management, interpersonal sophistication, and outstanding professionalism that credentials yourself, elevates your role to trusted advisor, and builds long-term customer relationships while delivering profitable growth.

Our proprietary models and straightforward frameworks allow client-specific customization while retaining the integrity of our proven content. Carew facilitators create magic in the classroom by leveraging a variety of engaging learning strategies and modalities to educate, motivate and inspire. Participants receive highly relevant, immediately usable, and memorable training that profoundly impacts their skills, attitude, relationships, and success.

What You'll Learn



Prepare the Path for Success

Identify the knowledge, skills, and attributes that characterize an effective negotiator. Explore how interpersonal and environmental factors impact the tone of negotiations. Learn to diagnose and eliminate communication barriers as well as anticipate and diffuse confusion, objections, and hostility that could stifle or derail your relationship. Recognize your current negotiation and conflict resolution styles. Identify personal strengths and weaknesses and develop a plan for building durable customer relationships. Learn a strategic process for negotiation that serves as the foundation for the balance of the program and on-going success. Understand the importance of being thoroughly prepared prior to initiating and leading a negotiation, and where “negotiation” fits in the sales cycle (spoiler alert: it’s at the beginning, not the end).



Develop the Solution & Identify Value Exchanges

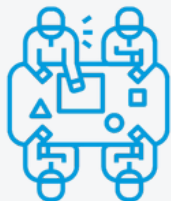
Learn a disciplined and flexible model that reveals deep insight into the customer’s critical needs, gaps, and concerns. Master thorough pre-proposal exploration and questioning techniques that elevate the negotiation (and the relationship) to one of collaborative problem solving and inspires decision makers and influencers with new insights and ideas. Craft compelling solutions that link directly to customer needs, opportunities, buying process, and success criteria. Prepare benefit-rich presentations leveraging our proven presentation model. Identify sources and economic value of potential exchanges and how/when to leverage them within a toolbox of powerful negotiation tactics.

More →



Successfully Navigate the Negotiation Solution

Deep-dive into the strategic process and structure of successful negotiations, including preparation, meeting management, proposal presentation, securing and confirming commitment, follow-up, and implementation. Learn to identify potentially profit-draining concessions and powerful tactics to diffuse them. Develop the competence and confidence to initiate and lead complex negotiations and handle tough situations with effective diplomacy.



Capstone Role-play

Prepare for a strategic negotiation with a real client. Apply the Carew Pathway to Negotiations approach to a specific account, including preparation, presentation, identifying potential value exchanges, and application of key negotiation tactics. Present to workshop participants and receive peer and instructor feedback.



Program Benefits

- Increased revenue and profit
- Increased win rates, deal size
- Increased sales productivity
- Increased customer loyalty/LTV
- Achieve trusted advisor status



Program Highlights

- Client-specific customization
- Proprietary process models
- Capstone role-play & feedback
- Videotaped skills practice
- Energy, interaction, fun
- Participant Certification



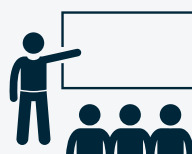
Reinforcement

- Personalized Smart Room
- Online LMS
- Thought Leadership
- Alumni Community Forums



Who Should Attend

- Graduates of DPS® & APS®
- Sales Professionals
- Sales Managers/Executives
- Account Managers/Executives
- Business Development
- Purchasing/Procurement



Delivery Options

- Live Onsite Instructor-led
- Live Virtual Instructor-led
- Custom Onsite/Virtual Blend
- Train-the-Trainer Certification



Program Duration

- Onsite: 2.0 days
- Virtual: 4.0 days | Two 2.5 hr. sessions/day