

Just Negotiate® for Sales

Improve your ability to negotiate internally with your team and externally with your customers

▶ **PROGRAM BENEFITS**

Just Negotiate® transforms organizations by optimizing negotiation skills and savvy. Using next-generation negotiation methods built around the ICON® Negotiation Framework (Interests, Criteria, Options, No-Agreement Alternatives), and the 4D Negotiation Strategy (Design, Dig, Develop, and Decide) sales leaders, representatives and account managers learn to generate innovative solutions and methods to close challenging sales and build strong relationships with customers and with teams in their own organizations. The workshop fosters awareness of negotiation as joint problem solving throughout the sales cycle that requires understanding other parties' needs and concerns, and development of creative options.

Participants who complete Just Negotiate® benefit from:

- the ability to negotiate agreements that meet strategic goals
- increased awareness of sources of value in negotiation
- enhanced ability to start, sustain, and repair critical business relationships

▶ **PROGRAM DESCRIPTION**

Just Negotiate® participants learn a strategic framework for preparing, conducting, and reviewing negotiations. They practice using simple, powerful tools for understanding and planning the different phases of a negotiation. Participants apply analytical and preparation tools to their real-world work challenges, act as advisors to each other, and foster a clear understanding of effective uses for the new principles and tools back on the job. At the same time, they examine how they can manage working relationships both outside and inside their organization for negotiation success.

Through practice and application, the workshop improves participants' ability to create better, more efficient deals by providing:

- a strategic framework for preparing for an conducting negotiations
- hands-on practice using participants' own upcoming client and internal negotiations
- coaching and feedback about each participant's style and approach to negotiating
- tools for continuous learning using the ICON® Framework and 4D Strategy

Specifically, Just Negotiate® enhances participants' competence in:

- identifying key interests, their own, those of customers/clients, and other key stakeholders
- fostering creativity and trust to get to optimal solutions
- developing good communication, questions, and listening for collaborative negotiation
- using objective criteria to develop consensus with differing perspectives and conflicting views
- strengthening relationships so parties can negotiate agreements effectively and efficiently

▶ **IMPLEMENTATION**

Just Negotiate® is an interactive program that provides focus on practice and application to resolve relevant issues at the organization. Case scenarios and discussions are matched to your organization's specific challenges and optional client-specific role plays can be developed. Program length can vary depending on the objectives with 3-6 hours for more awareness and exposure to the framework and best practices and 7 to 14 hours for the full details on the framework with practice and application on real situations for sustained skills. Delivery is available in a virtual classroom or onsite. Pre-work offers foundational skills via a web-based e-module and reflection with a short questionnaire. Post-program surveying can assess implementation and impact.

▶ **AUDIENCE**

Professionals representing global, national and regional sales, account management, and pricing

