



## ProActive™ Account Strategies Course Details

### Do you want to:

How can I go broader and deeper into major accounts?

How can I get my key customers to treat me like a partner—not a vendor?

How can I add more value and get more revenue out of my major accounts?

### About

Without sound negotiation tools, sales reps often revert to price discounting. Negotiate Like a Pro is a sales negotiation training course designed to help sales people understand the point of view of the buyer, present value, and then create a win-win solution based on artful negotiation skills.

Using the tools of Magic Square™ and Position Pyramid™, sales reps will gain a better understanding of the buyer's needs, resulting in a more effective framework in which to present value. The Magic Square is designed to segment, through a quadrant view, the wants and needs of both parties, so that all issues are on the table. The Position Pyramid allows the sales team to have a defined strategy before the sales negotiation process begins, and know their "walk away".

Through educational lectures and company specific role-plays, negotiations are assessed and negotiation tactics are explored and practiced. Beginning, middle and ending tactics are identified and the process of when to apply each is discussed and addressed.

There are over 20 tactics covered in Negotiate Like a Pro sales negotiation training program. The main focus is the win-win nature of successful sales negotiations.

Negotiate your way to sales success!

### Key Topics

- Learn how to target a key account situation
- Identify the crucial steps in beginning the relationship
- Electronically develop the mutual goals and business objectives for both parties
- Ask the right questions at each stage of the cycle
- Manage the sales process throughout the organization from the lower ranks to executive management
- Get on top of key politics and organizational issues that could sabotage your plan
- Utilize powerful communication and behavior skills to understand buyer motivations