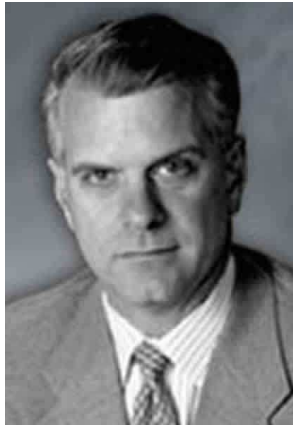


# Scott Roberts

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## Experience

Field sales

Key Account Sales

Regional Sales Manager

Manager of Sales and Marketing

Vice President of Sales and Marketing

Merger and Acquisitions Lawyer

Director of Sales

President and Chief Operating Officer

Senior Vice President of Strategic Planning and Development



HARVARD NEGOTIATION PROJECT

Trained at HNP, an academic organization at Harvard Law School dedicated to studying negotiation.



Senior consultant at Accordence, a global consulting and training firm specializing in negotiation and conflict resolution.



# Just Negotiate

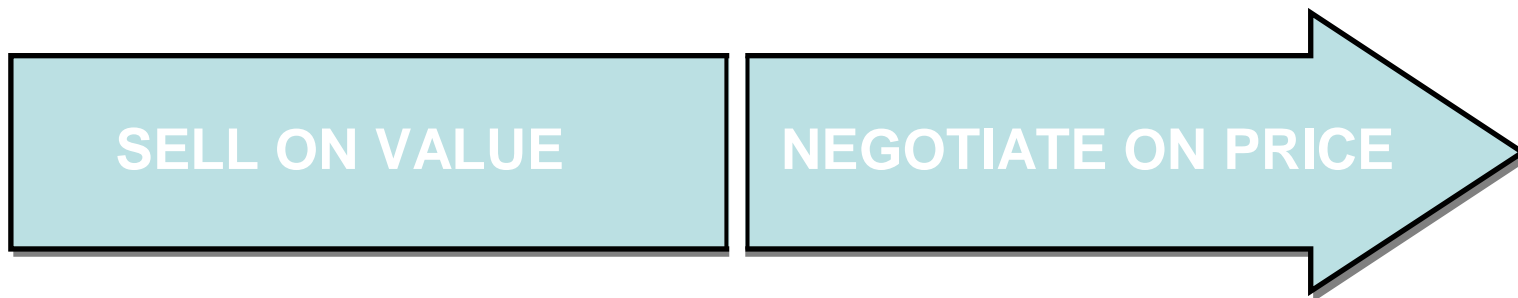
 **ACCORDENCE**  
[www.accordence.com](http://www.accordence.com)

# One View

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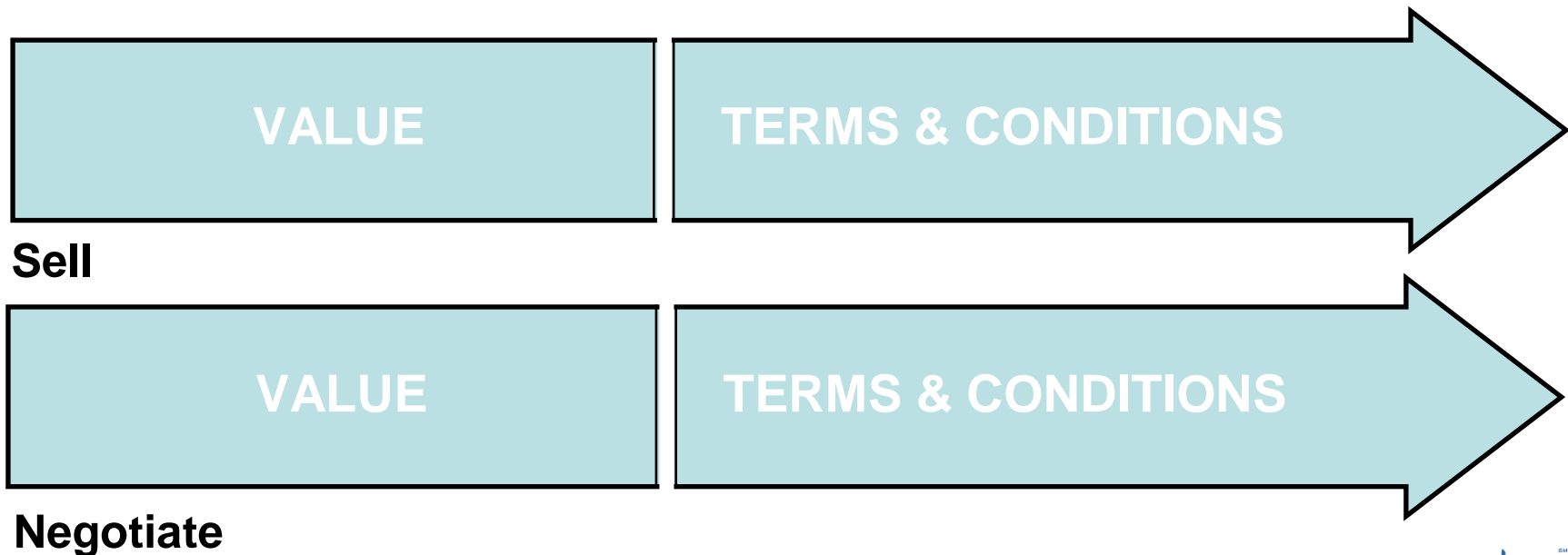
- Sell on value, negotiate on price
- You begin by selling and negotiate only at the very end
- Negotiation is transactional
- Negotiation is traditional haggling and conceding



## Another View



- If you don't negotiate value, any price is too high
- Selling and negotiating happen simultaneously
- Negotiating starts before you get to the table and continues after implementation



# Nine Indicators of a Sales Force World Class in Negotiation

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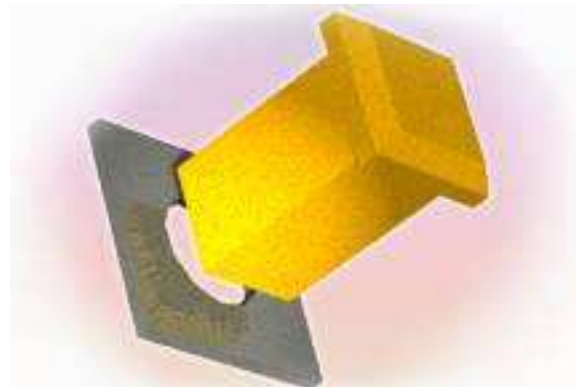
- The sales teams responsible for driving 70% of your gross profit know their customers' strategies and are seen as an important part of its execution.
- Customers rarely try to renegotiate their contract before its expiration or fail to live up its terms.
- There is pricing and terms integrity in your market place.
- Negotiation strategies exist for 70% of your business and it is integrated into your sales training and marketing programs.
- Sales people have clear guidelines and authority to culminate agreements with out management assistance, including walking away.
- Sales management is an effective coach not the dominant negotiator.
- The sales team regularly culminates negotiations for more than 30% above their bottom line.
- Sales people can consistently demonstrate to customers why the value of their negotiation is objective and fair; concessions have rationale.
- Rarely do your sales people over react to negotiation tactics.

# What Customers *Really* Buy!

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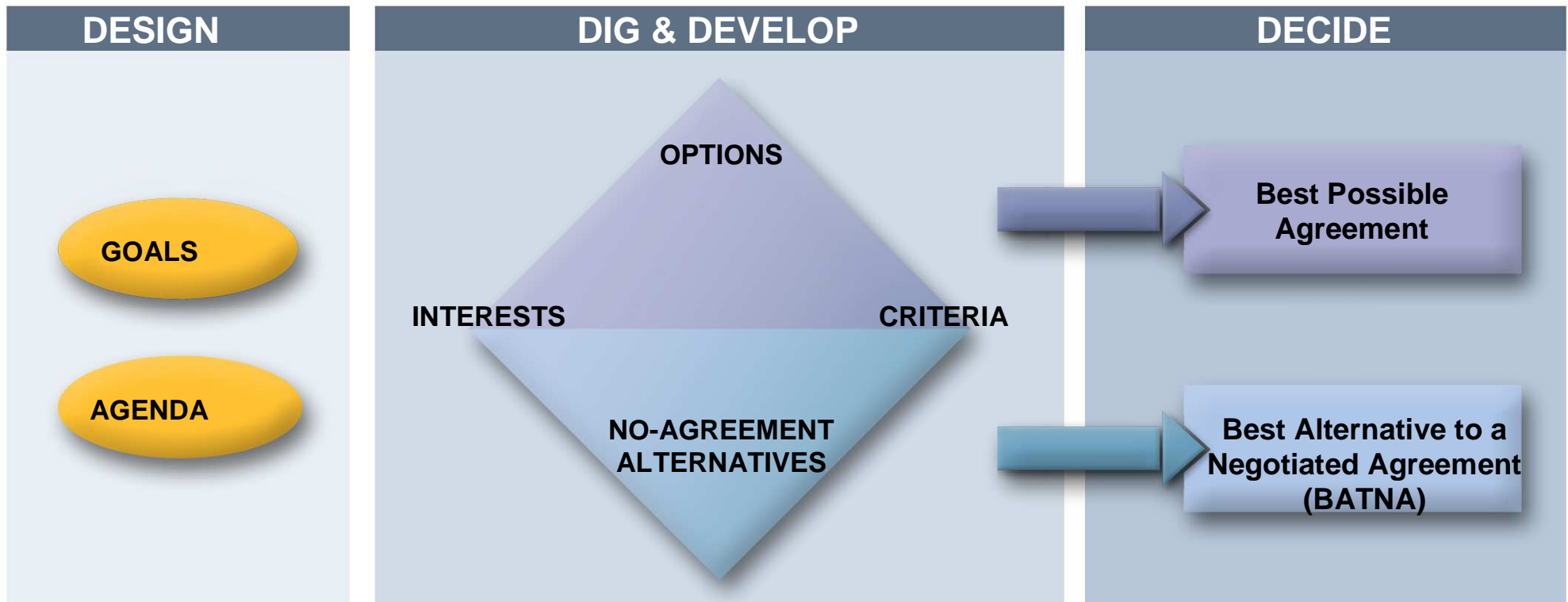


What customers usually buy...  
“SUPERIOR VALUE!”



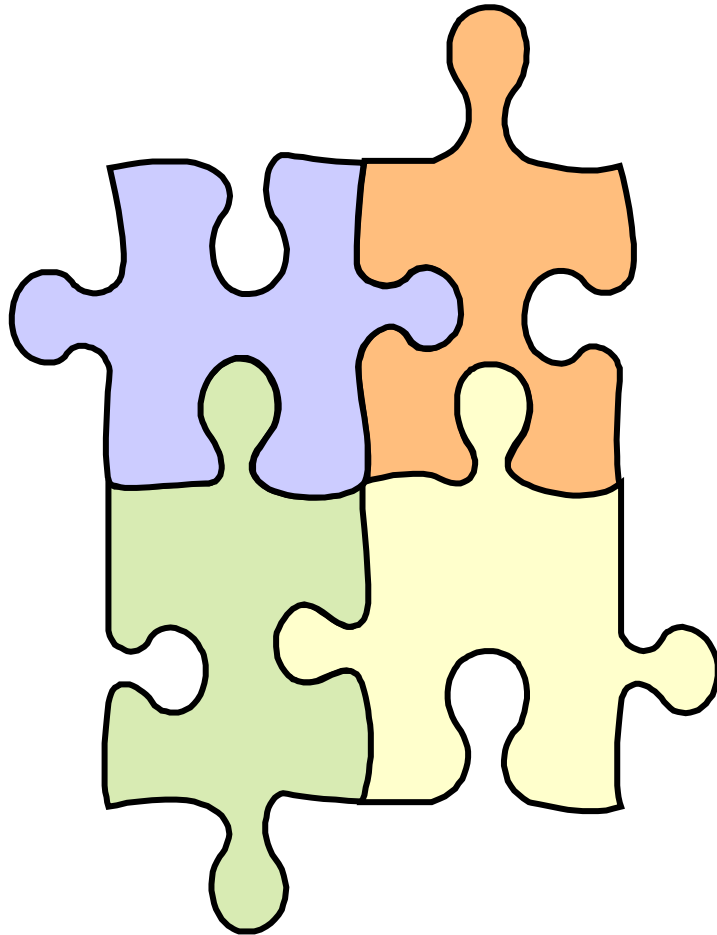
What we are usually selling to customers...  
“Better Products!” “Better Service!” “Better Prices!”

# 4D Negotiation Phases



# How Do You Negotiate?

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- Are you efficient?...
- Or effective?...

# Habits of Effective Versus Efficient Negotiator

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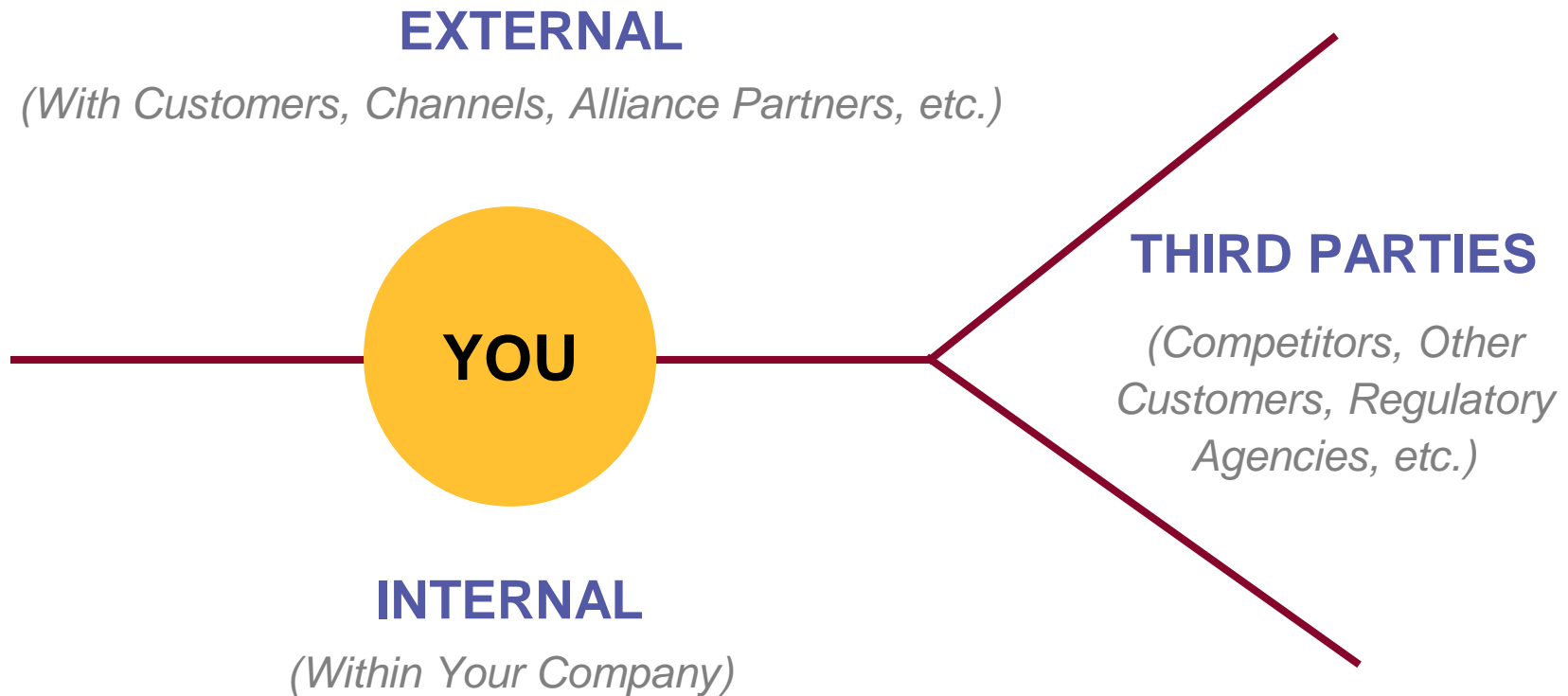
## Effective

- Willingness to prepare
- High expectations
- Patience to listen
- Personal integrity

## Efficient

- Positional approach
- Bottom line focused
- Focused on convincing
- Manipulative

# Map Your Negotiation World



# ICON: Interests

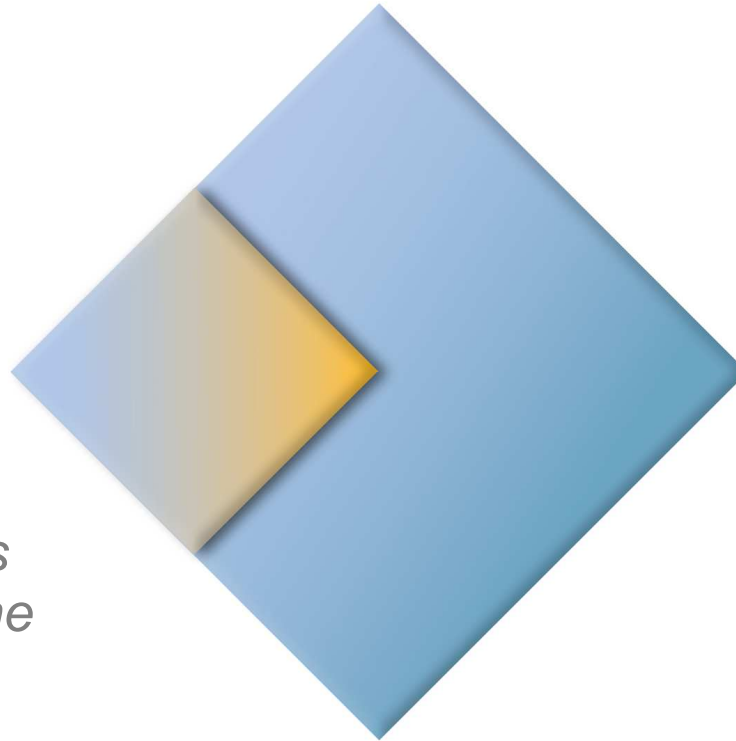
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## INTERESTS

*Subjective*

*Interests are the needs, motivators and concerns of the parties. Interests underlie positions.*



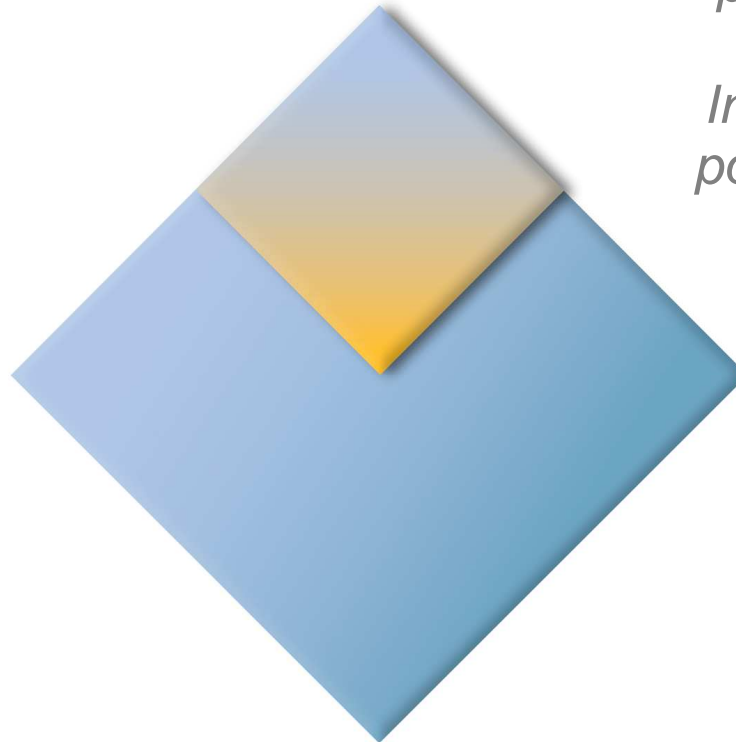
# ICON: Options



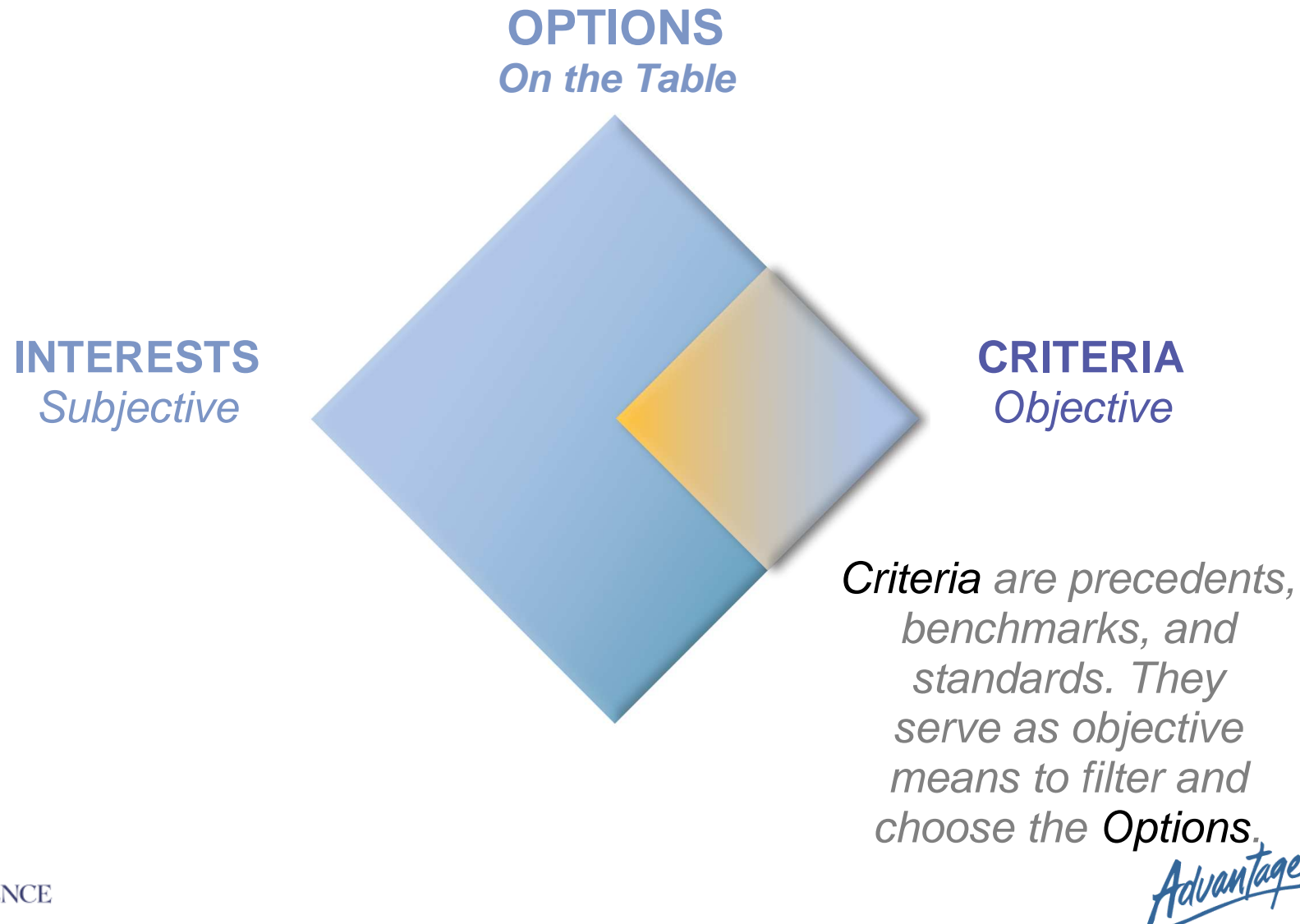
**OPTIONS**  
*On the Table*

*Options are possible solutions to satisfy the Interests. They are possibilities that the parties agree to say “yes” to.*

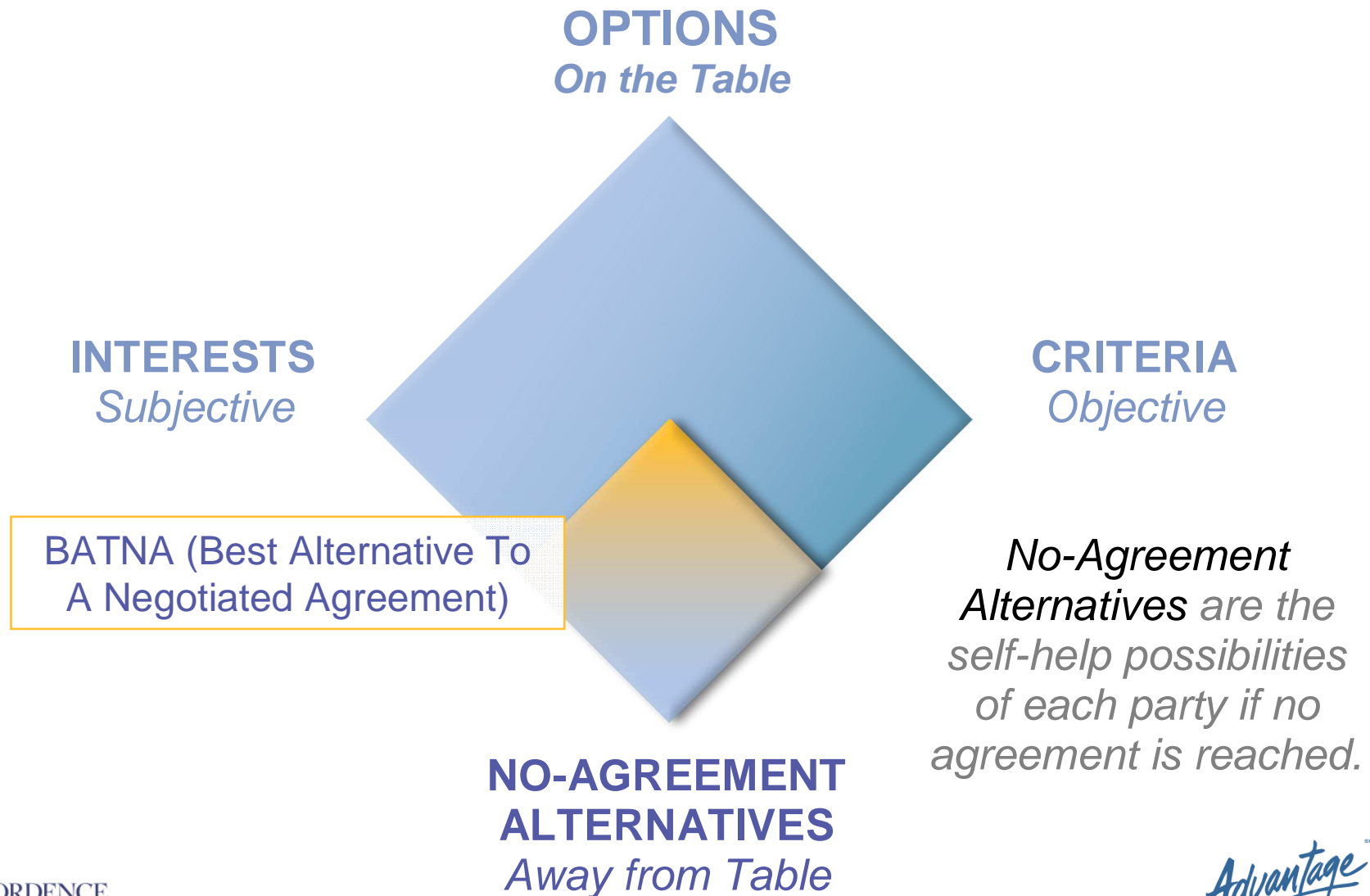
**INTERESTS**  
*Subjective*



# ICON: Criteria



# ICON: No-Agreement Alternatives



# Thinking Approach to Negotiation

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- Negotiables
- Negotiators
  - Our Negotiators
  - Their Negotiators
- Leverage
- Strategies

# Optimizing Negotiations

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- Create an optimal negotiation by:
  - Assuring YOU know your interests
  - Set “high expectation” outcomes
  - Manage emotions
  - Never over react
  - Test assumptions
  - Always, always prepare

# Success Stories



Together, we can save a life



## Call to Action

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### Speak with your *Advantage* partner to:

- Receive a copy of the slide deck
- Receive a copy of *The Negotiation Fieldbook*
- Set up a follow-up consultation call with Scott to discuss your negotiation strategy

