

## NEGOTIATION EXCELLENCE INTENSIVE SEMINAR AGENDA

April 18<sup>th</sup> and 19<sup>th</sup> 2018 | The Grand Circus Detroit

DAY 1 | 9AM-6PM

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### **Negotiation management**

- What are success factors
- What are frequent pitfalls
- How to systematically manage the negotiation process
- How to analyze the power position

### **Negotiation techniques**

- How to influence people and increase your chance of winning
- How to increase the perceived net benefit of your offer
- How to develop good-will
- How to win fans via commitments

### **Value Selling**

- How to design value arguments
- How to communicate value arguments in a way that they stick

7:30pm

**Dinner (optional)**

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DAY 2 | 9AM-4PM

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### **Objection handling**

- How to be quick-witted
- How to handle frequent customer objections
- How to handle “Your offer is too expensive”

### **Big deal pricing**

- How to find the optimal price
- How to better hit the willingness-to-pay using alternatives
- How to make your prices look more attractive
- How to plan efficient concessions

### **From good to great**

- How to bring it all together while conducting a negotiation
- How to grow via feedback