

# Negotiate Success<sup>SM</sup>

MILLER  
HEIMAN<sup>SM</sup>  
Alliance Partner  
Building Exceptional Sales Organisations<sup>SM</sup>

## The Overview

Are you involved in complex selling environments and often find yourself discounting your product or services? Consider attending Miller Heiman's seminar, *Negotiate Success<sup>SM</sup>*. This instructor-led seminar provides sales professionals a universal framework and common language necessary for successful negotiations.

Miller Heiman has partnered with the leading negotiations experts, ThoughtBridge, to create a simple and intuitive framework for managing negotiations, which can be used at every key step of the sales process.

Complex sales situations must be navigated by sales professionals who know how to successfully handle every challenge. *Negotiate Success<sup>SM</sup>* provides proven methods to overcome objections without relying on price as the solution. This programme is a non-manipulative, customer-focused process of ensuring both sides win, which leaves your company in a stronger position for future opportunities.

"Negotiate Success<sup>SM</sup> helps you understand that negotiation begins at the start of the sales cycle and continues throughout the sale. Because the course reinforces the sales language and sales process of Miller Heiman, it's a valuable resource in developing exceptional sales organisations that win business consistently."

Paul Wichman,  
Schwab Institutional

*Negotiate Success<sup>SM</sup>* requires concentration, involvement and attention. Like all Miller Heiman offerings, this programme is rigorous and challenging...because that's what it takes to sell successfully today. For more information about Miller Heiman's *Negotiate Success<sup>SM</sup>* programme please contact:-

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### Why You Should Attend

- Are you frustrated at coming out of negotiations in a losing position?
- Do you find your customers haggling with you over price?
- Are you losing business to competitors?
- Are you intimidated by challenging negotiating situations?
- Do you feel ill prepared for certain negotiations?

### What You'll Learn

- Negotiate on value, not just price
- Achieve win-win solutions that fit both parties' interests and needs
- Prepare with a simple framework that recognises your client's goals as well as your own
- Use a common language to improve internal and external communication of the entire sales organisation
- Anticipate challenging situations to overcome difficult negotiating scenarios

### How You and Your Organisation will Benefit

You will learn a strategic framework to prepare, conduct, and review negotiations. The result is an increased ability to understand and plan different phases of a negotiation, test assumptions, incorporate personal negotiating style, and experiment with alternatives. *Negotiate Success*<sup>SM</sup> improves your ability to negotiate better deals that are more closely aligned with revenue objectives.

- Increase confidence and competence to successfully negotiate in any situation
- Create win-win outcomes by giving your clients what they need without giving in
- Increase profitability by reducing the amount of money left on the table
- Gain long-term stability from strengthened business relationships
- Win business consistently—using a common framework, the entire sales organisation can produce consistent, positive results in their negotiations

### About ThoughtBridge

ThoughtBridge was founded by Irma Tyler-Wood and Grande Lum as a consulting and training firm specialising in negotiation. Each has spent more than a decade working with clients on complex transactions, equipping teams and institutions with negotiation methodologies and skills. The professional and academic backgrounds of ThoughtBridge consultants include law, business, education, political science, organisational development and psychology. ThoughtBridge has helped clients address both the substance and process of negotiation, conflict resolution, strategic relationships and change.