



## **Module Five**

### **Commercial Negotiating for Profit**

#### ***Positioning:***

In today's oversupplied markets, most buyers will tend to attempt to negotiate price even when they have decided to go ahead against a quoted price or leasing rate.

It is easy to understand why buyers are motivated to do this, particularly in the area of capital purchases, and here are a few reasons.

Buyers know that most sellers have some degree of licence to negotiate price within certain parameters and, in certain circumstances, buyers first seek to establish to what extent licence might exist before exploiting it. Buyers also know that sellers who have licence will tend to use it if threatened with the loss of potential business.

This programme is designed to follow on from Consultative Selling Programmes. Even when a value add proposal has been presented customers may attempt to further negotiate price, even if they have decided to go ahead at the quoted price.

#### ***Deliverables:***

- Provides delegates with a well tried and tested negotiating process which they practice until perfected, which enables them to generate much higher margins and revenue for their organisations

#### ***Contents:***

- The impact on companies of excessive discounting
- Why customers should be expected to negotiate
- What customers negotiate
- Negotiating ranges - buyers and sellers
- The LIM model
- Positioning price in value add format
- Negotiating gambits
- Recognising price gambits
- The ESCAPE process
- Project and role plays

#### ***Who Should Attend?***

- All sales people who have attended ESP Consultative Selling Programmes