

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 SuccessSM*. 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, Accordence, to create a simple and intuitive framework for managing negotiations, which can be used at every key step of the sales process.

"Negotiate SuccessSM 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 organizations that win business consistently."

Paul Wichman,
Schwab Institutional

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

Negotiate SuccessSM requires concentration, involvement and attention. Like all Miller Heiman offerings, this program is rigorous and challenging...because that's what it takes to sell successfully today. For more information about Miller Heiman's *Negotiate SuccessSM* program: Call (877) 552-1065 or visit www.millerheiman.com.

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 recognizes your client's goals as well as your own
- Use a common language to improve internal and external communication of the entire sales organization
- Anticipate challenging situations to overcome difficult negotiating scenarios

HOW YOU AND YOUR ORGANIZATION 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 SuccessSM* 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 organization can produce consistent, positive results in their negotiations

ABOUT ACCORDENCE

Accordence serves organizations' needs to negotiate successfully by maximizing negotiation as a competitive advantage. From alliances to sales to labor-management, our world-class consultants and facilitators provide organizations with solutions in negotiation, conflict management, persuasion, and influence so that they may vastly improve individual and organizational capacity for creating innovative and successful outcomes.