Value-Added Negotiating

Summer 2026

"Negotiate Value, Not Price."

SALES CONCEPTS

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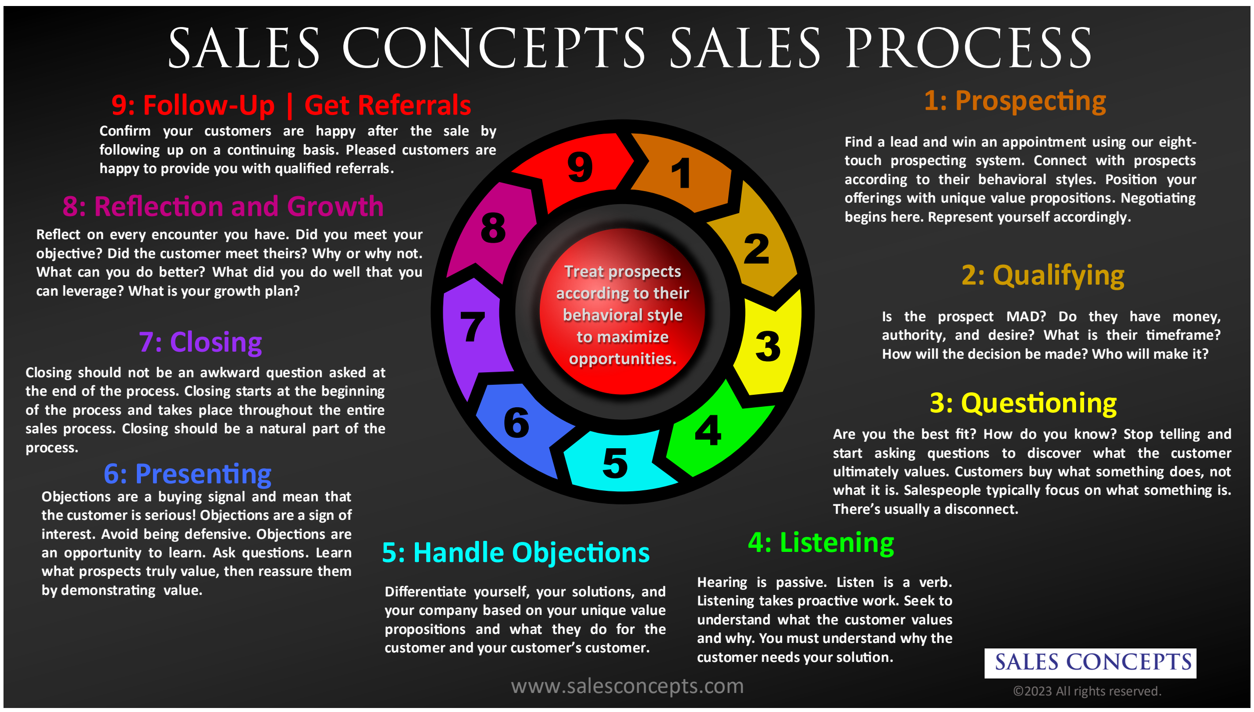
Introduction

Welcome to *Value-Added Negotiating* by Sales Concepts. We're happy you are attending the program. Our goal is to help you become as successful as possible.

The Sales Process



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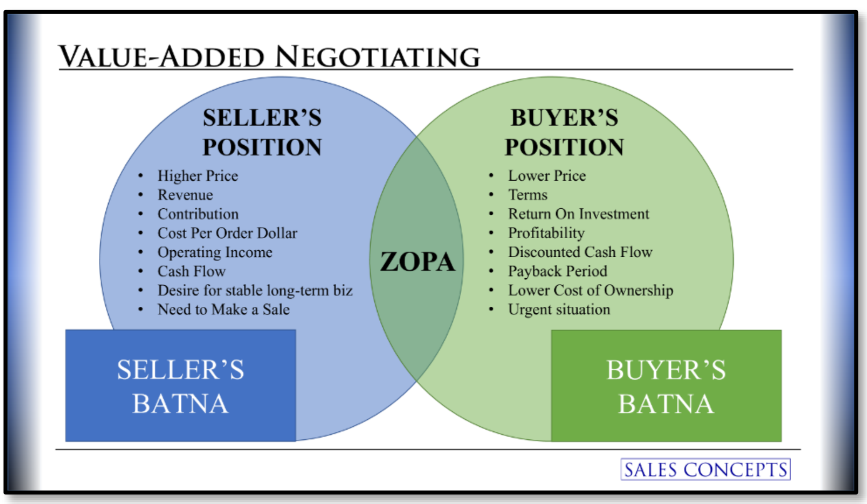
Introduction – Negotiating Principles

Many people sell what they want to sell instead of what prospects should have or need. It is much easier to sell value if you ask the right questions to determine your customers' needs before recommending solutions. Negotiating begins the moment you meet the prospect, and it probably starts sooner than that! If the prospect or customer is familiar with your company, they already have an opinion. Their opinion becomes your starting position. It continues throughout the entire sales process. Value is the competitive advantage you bring to your customers. Quality is what goes into your product(s). Value is what your customers gain from it. You must understand what value you provide to sell it. Otherwise, you force yourself to sell on price if you do not understand this value, and value exists in the customer's eyes.

Selling can be an art or a science, depending upon the view and position of the seller, the lateness of the hour, and most probably, the success or failure of the prior meeting. Understanding what makes for successful selling and what constitutes a professional salesperson is critical.

Buying can be seen as the process where the seller identifies and satisfies the buyer's need for the mutual benefit of both parties. The buyer recognizes the value of the product or service. The emphasis is on the needs of the buyer.

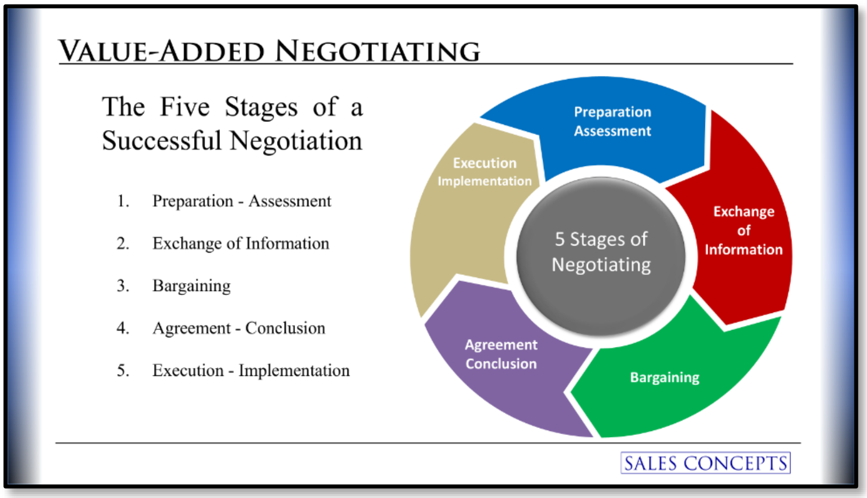


The area where the two circles intersect is known as the Zone of Possible Agreement (ZOPA), where the seller's and buyer's needs overlap.

To be successful, the negotiation outcome must be the best alternative for both parties compared to their BATNAs (Best Alternative to a Negotiated Agreement). In other words, what can they do if they don't agree? What options do they have? If they don't buy from you, what will they do? Conversely, if you don't sell to them, what will you do?

Skillful salespeople often quickly identify the needs of prospects and customers because they are involved objectively, not emotionally. Skillful salespeople are aware of new products and techniques, and they have the advantage of talking over these ideas with a variety of experts in the industry. Because these salespeople spend significant time in customers' offices and plants, they observe the good and the bad.

There are five fundamental stages of a successful negotiation. It becomes highly unlikely that a negotiation will conclude successfully if any one of the stages breaks down.



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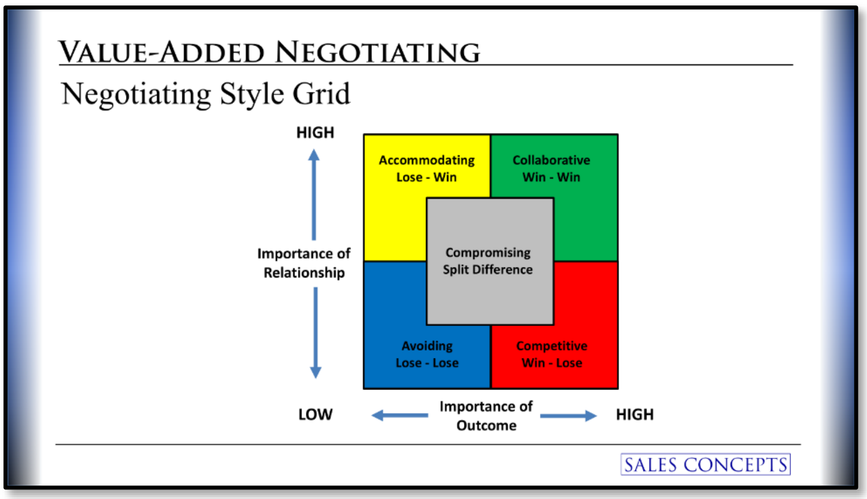
Profit is not a four-letter word. It is okay. We all have or will have to negotiate at various times. Negotiating should not produce negative feelings. It should be positive. The key is dealing with people and building value per their style. Both sides should win. Many times, we don't invest the time to find a win-win solution, and the negotiation ends with one or both parties being unhappy. The goal of a successful negotiation is not to take advantage of the other side but to make sure they get what want as well as us getting what we want. This is what a collaborative agreement looks like.



What are the reasons to negotiate well?

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Why don't salespeople negotiate well?

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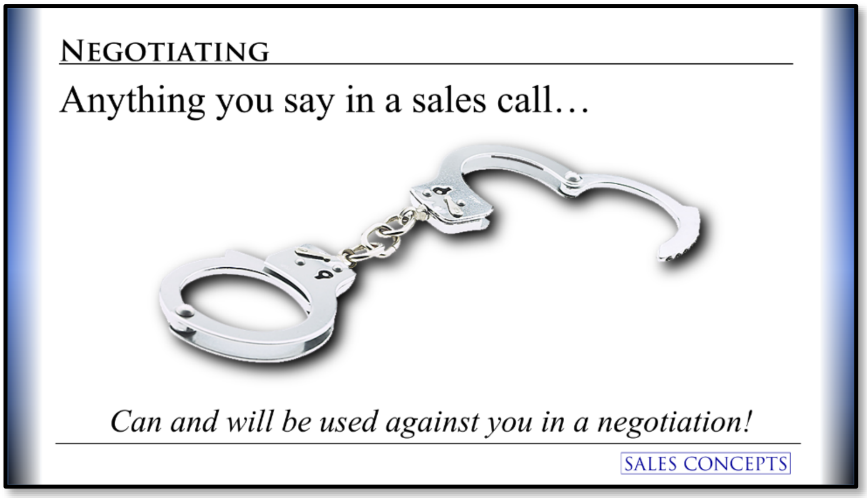

Be careful of how you respond, what you say, and what you do. Skilled negotiators pay attention to how you behave. When they sense weakness, they will pounce on it. Watch the verbal part of your negotiating skills.

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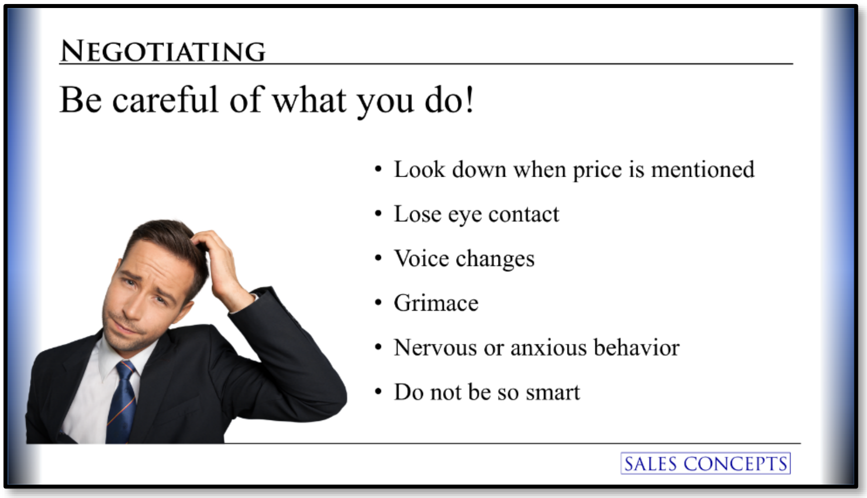
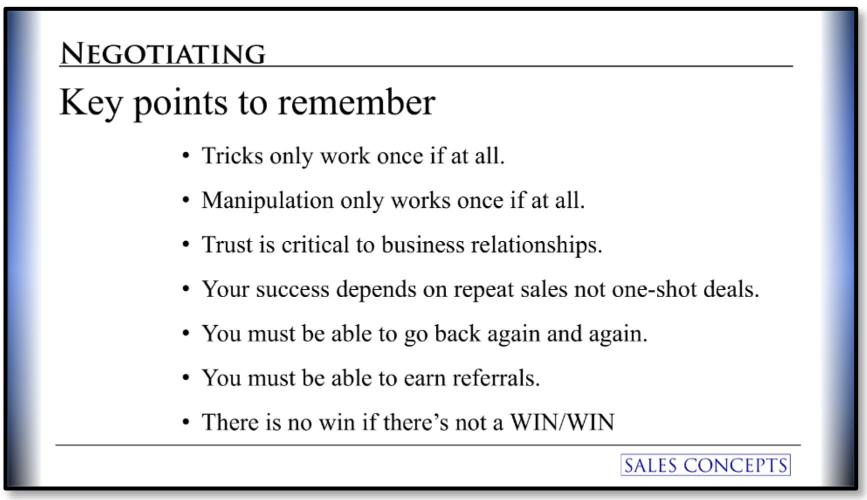
Watch the physical part of your negotiating skills.





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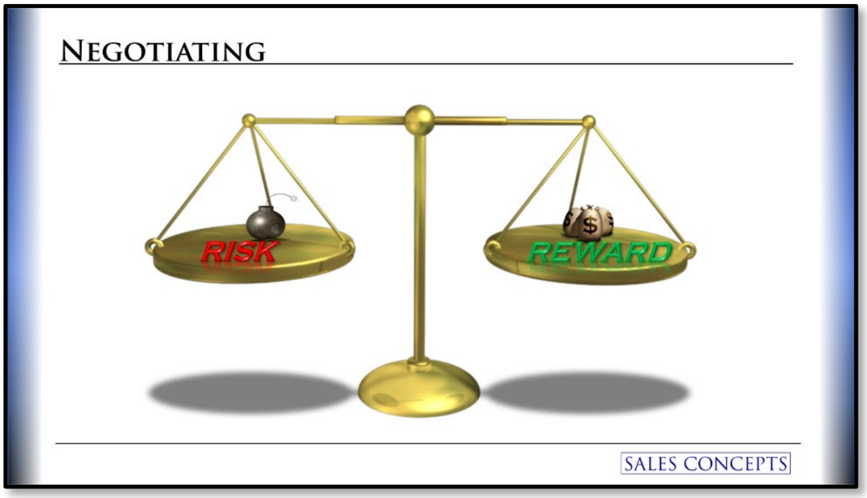
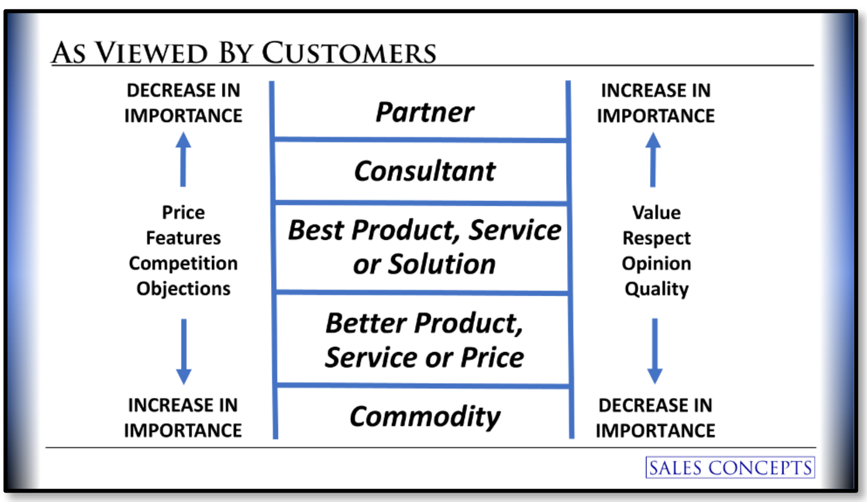


At Rausch, it is continuous long-term sales, not just one-shot transactional deals.

Why do people buy?



What does it mean to be a partner?

"Effective negotiating results in mutual satisfaction."

Look for a win-win solution.

We must set goals when negotiating.

Most salespeople approach any negotiation with some outcome in mind. Salespeople set some goals, and management may set some goals. Sellers have goals pertaining to quotas, costs, profitability, contracts, personal income, and promotions. The higher the aspiration level, the higher the rewards.

Buyers set goals on needs, costs, delivery, performance, and promotions. They may be rewarded because of the money they save a company. Again, the higher the aspiration level, the higher the rewards.

Past successes affect the goals set, especially in a negotiation. When entering a negotiation, people often carry the baggage of the last negotiation. If they held their ground on giving major concessions and made the deal, their aspiration level is higher. They believe they can do it again.

The effect is just as powerful in the opposite situation. If a negotiator holds their ground and fails, they will be more willing to concede. The fear of losing lowers the aspiration level. They want to make a quick deal and get out.

What people believe affects the goals they set. The power of belief is critical to successful negotiating. People who believe their products and services are worth more obtain more. We are not saying never give an inch. If sellers and buyers never give an inch, they eventually deadlock, and nobody wins.

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