



Closing Deals Profitably™ (CDP)

Maximize the profit and acceptability of business deals

Overview

Closing Deals Profitably™ is designed to help business and sales professionals learn the science and art of negotiation. During the intensive 2-day workshop, participants learn how to protect the value created in the sales process and improve their personal negotiation capabilities. They learn and practice the preparation and execution of sales negotiations for their own current sales opportunities.

Workshop Contents

- **The APEC-R Process** – to Analyse, Prepare, Execute, Close and Review sales negotiations.
- **Negotiation Roadmap** – a tool to prepare and execute negotiations successfully.
- **Trading Variables** – elements used in making concessions which have high value to the customer and low cost to you.
- **Role-Plays** – hands-on practice of the process and tools to improve personal negotiation capabilities.
- **Observer and facilitator feedback** – to review personal and team behaviour and determine the level of adoption and behaviour change achieved.
- **Live case application** – using the Negotiation Roadmap to prepare for an upcoming negotiation.

Workshop Benefits

- **Deal acceptability and profitability** – is maximized by effectively applying a repeatable process and toolkit.

- **Value proposition** – created during the sales process is protected in negotiation and closing.
- **Improved relationships** – by ensuring that both parties get the deal they want.
- **Increased confidence** – in negotiation through excellent preparation, clear role definitions and the use of the Negotiation Roadmap.
- **Real behaviour change** – which ensures short- and long-term impact.

Duration

The two-day workshop begins on both days at 8:30 ending at 18:00 on the first day and at 17:00 on the second day. Optional deal-coaching after the workshop further improves business impact.

Workshop Preparation

The customers and negotiations (4) to be handled and the teams (4 participants per case) are defined before the workshop. A 1 hour telephone or face-to-face interview between each responsible Key Account Manager and the facilitator ensures that the facilitator is fully briefed. Prior attendance of Winning Complex Sales is recommended to ensure a common understanding of the sales process leading up to the negotiation.

Facilitator

Infoteam's trainers all have a successful selling background and several years of experience in using the methodology.