

SITUATIONAL NEGOTIATION SKILLS 2™

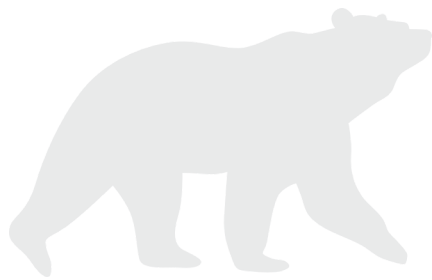
SOLUTION OVERVIEW

Situational Negotiation Skills 2™ (SNS2) is a highly interactive, customized program for graduates of SNS1 continuing the unique and powerful learning method that immerses participants in engaging negotiation simulations, builds situational fluency by working on their own real-world situations, and reinforces the power of simple planning tools to improve results. The SNS2 workshop provides skills and tools to help your sales professionals keep your customers focused on your company's value proposition, negotiate more effectively during tough negotiations, and close more profitable business.



ABOUT THE WORKSHOP

- 2days (16hours total)
- Instructor-led
- Customized for each client
- Groups of 12-24 people
- Delivered on-site and/or virtually



WORKSHOP OBJECTIVES

After participating in SNS2, some of the most valuable “walk-aways” include:

- reinforcement of the Negotiation Principles and Behaviors from SNS1;
- introduction of two advanced sales negotiation skills: Framing and Anchoring;
- application of new skills to critical negotiations that take place throughout your sales cycle: negotiating for important meetings, positioning a more effective sales process, and gaining access higher and wider in the customer's organization;
- a set of advanced “Price Pressure Skills” used to defer premature discussions of price during the sales cycle, uncover hidden sources of value, and minimize end-of-negotiation concessions;
- effectively working with colleagues and clients who have diverse personal styles, viewpoints, or objectives; and
- best practices on applying skills and concepts to 3-4 typical “toughest” negotiations

METHODOLOGY: THE RED BEAR DIFFERENCE

1



STRATEGIC ALIGNMENT

Through upfront interviews and data gathering, common negotiation challenges and mistakes are identified. Those insights allow RED BEAR to tailor its solutions to address the specific needs of each client.

2



EXPERIENTIAL LEARNING

Participants engage in highly interactive experiences to discover and learn key negotiation skills, and then practice those skills to develop the competence and confidence to use them immediately in real-world situations.

3



COACHING & REINFORCEMENT

Following each workshop, RED BEAR provides clients with comprehensive coaching and reinforcement solutions to ensure profitable negotiation strategies and behaviors are utilized back on the job.

4



MEASUREMENT

A post-workshop study is conducted to track skill adoption and its impact on bottom-line business results to truly measure ROI. Detailed reports are provided which include actionable insights on areas of strength/improvement.

RED BEAR
NEGOTIATION CO.



RED BEAR BY THE NUMBERS

30+ Years of
Negotiation
Expertise

Worked with
45% of
Fortune 500

250k+
professionals
trained

Communication
in **14 languages**

Delivered
workshops on
6 continents

10x ROI
guaranteed

Become a World-Class Negotiator Today.
Contact Us to Learn More.

CONTACT US TODAY

ABOUT RED BEAR NEGOTIATION

RED BEAR transforms people, teams, and organizations into world-class negotiators. Trusted, forward-thinking companies around the world, across every industry, from the Fortune 500 to high-growth start-ups rely on RED BEAR's proprietary negotiation training to accelerate revenue/margin growth, reduce costs, drive greater internal alignment, improve cross-cultural expertise, and support achievement of other critical corporate goals. RED BEAR's training courses and expertise lie in sales negotiation, procurement negotiation, and cross-cultural negotiation. For more information, visit www.redbearnegotiation.com.