



Benedict Negotiating Seminars' Time-Tested, Results-Producing Workshop

# LOOSE LIPS SINK COMPANIES!

## How to STOP Back Door Selling

A 4-HOUR  
SEMINAR FROM



Benedict Negotiating Seminars

# HOW MUCH IS BACKDOOR SELLING COSTING YOUR COMPANY?

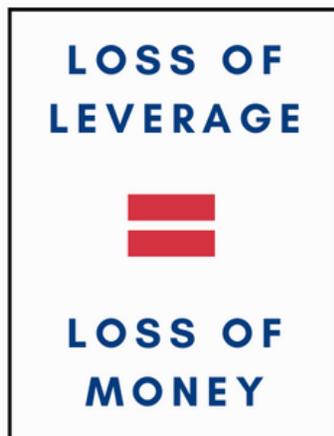
"There is no question in my mind that this 'How to Deal With Back Door Selling' workshop has had an impact on the bottom line, and it's in the millions."

Mark Hoskings- **Delphi Delco**  
Purchasing Manager

Back Door Selling is a whole series of probing questions that salespeople are meticulously taught to ask – well in advance of the formal negotiations.

These questions are addressed to engineering, information systems, marketing, project and program managers, receptionists, assembly line and warehouse workers, HR and any member of top management that they can access.

Sellers are taught to frame these questions in such a manner that the people being questioned unwittingly provide the answers – unaware that these answers are “giving away the Negotiating Store.”



## Typical Back Door Questions asked by Professional Salespeople:

*“Who else are you looking at besides us?”*

*“When do you really need this by?”*

*“Compared to the competition, how do we stack up?”*

*“What’s your budget? How firm is that budget?”*

*“What don’t you like about your current supplier?”*

**These, together with other questions, can destroy your company’s leverage and negotiating position. Unless a company deals with the giving away of information via Back Door Selling – Negotiations may be over before they start.**



Why do **Honeywell, Rockwell, Lockheed Martin, Philips, Bristol-Myers Squibb, Texas Instruments, Kimberly Clark**, and many others in North America, Europe and Asia use this workshop?

# Because it **WORKS!**

---

Our workshop enables your people to:

- Recognize Back Door Selling questions
- Understand why they are being asked the questions
- Know how to respond in a way that protects your company's negotiating leverage

“The workshop has exceeded our expectations. Initially, we enrolled over 350 of our design engineers and process engineers. **It was so successful that we expanded enrollment to include anyone who may come into contact with our suppliers.** We have also made it a part of our new employee orientation.”

Matt Casey- **Honeywell**  
Organization Development

# Designed for anyone and everyone in your company who talks with suppliers

## The WORKSHOP

Designed to provide a thorough and highly participative learning experience.

**This fast-paced 4-hour course is designed for EVERYONE who talks to outside suppliers.** Using video dramatizations, large and small group discussions, and a 52 page workbook/ resource guide, this workshop reveals how suppliers are trained to deal with customers. It explains that every time you talk to a supplier, you need to be aware that you're involved in the negotiation process.

Specifically, the workshop focuses on how suppliers are meticulously trained to ask certain key questions in a way that doesn't give the slightest clue of the devastation that they can wreak on your company's negotiating position – if you answer them in the wrong way. The workshop helps identify numerous “Back Door Selling” questions, explains why the salesperson is asking them, and most importantly: how should you respond to protect your company's negotiating position.

**The goal of this short, but fascinating workshop is to even up the training between the salesperson, and anyone who talks with them. This seminar:**

***Sensitizes the participants*** to the professional salesperson's use of back door selling techniques.

***Teaches the participants*** how to respond to back door selling questions.

***Empowers the participant*** to neutralize back door selling and protect your company's negotiation leverage.



# What to Expect from the Workshop

## Practical Guidance

This seminar explains **why** and **how** the wrong responses to back door selling questions can be devastating to your company's negotiating leverage through:

- Providing recommended responses to 12 classic backdoor questions questions asked by professional salespeople.
- Identifying what backdoor selling questions your people most frequently hear- and how to deal with them.
- Supplying a time-tested formula for dealing with **all** back door selling questions.

## Video Dramatizations

*A "Real World" reenactment of a typical sales call*

Through a series of vignettes, the videos dramatize how an unsuspecting employee can literally "give away the negotiating store" to a salesperson who is skilled at asking back door selling questions.



## The Workbook

- Augments the points presented in the video simulations and reinforces learning
- Designed to stimulate participants' total involvement
- Serves as a framework for roundtable discussions and participant role playing
- An effective, on-the-job "refresher" for daily use
- Serves as a reference guide in how to deal with salespeople and how to answer their back door selling questions

## Key Points Stressed By the Workshop

- In a negotiation, information is power. The person who has the information, has the power.
- You are involved in the negotiation process every time you talk with an outside supplier.
- You do not have to answer every backdoor question just because it is asked.
- If there is no leverage, there is no negotiation.



# What Do Others Say About This Seminar?



“Benedict’s workshop provides practical guidance that anyone can put to use right away. We have no doubt that it has helped our employees achieve very real and significant savings. In fact, this learning experience is so important that our Vice President of Engineering and Operations has established enrollment in the workshop as mandatory.”

DR. LARRY LONG - **BOEING**  
Manager, Training & Development

“We have recently completed the third year of presenting the ‘Dealing with the Highly Skilled Salesperson’ workshop, and the first year of presenting the ‘Single and Sole Source Suppliers’ workshop. The programs have become the cornerstone of our Purchasing training strategy, and we are enjoying quantifiable results from both workshops.”

DAVID MCINERNY- **DEAN FOODS**  
Purchasing Training Director

“What sets this workshop apart is that it provides practical guidance that can be applied on the job right away. We are so convinced of its effectiveness that we plan to enroll everyone who will very likely come into contact with our suppliers.”

BETTY JACKSON- **HOFFMAN ENGINEERING**  
Senior Technical Training Specialist

“I have personally just completed five training sessions (in excess of 100 attendees) from engineering, purchasing, quality, accounting, warehouse, lobby secretary, etc... The workshop has truly opened our people’s eyes as to the true interface with salespeople.”

RON ULASZEWSKI - **PHILIPS**  
Senior Manager, Advanced Purchasing





# WHICH FORMAT IS BEST FOR YOU AND YOUR COMPANY?

## Option 1:

### In-Person Seminar

- In- person, professional trainer present to facilitate discussion and dialogue with audience
- Fast-paced, interactive, 4-hour seminar using video dramatizations & large and small group discussions
- Highly valuable 52 page workbook and resource guide
- Ideal for every member of your company who has contact with outside suppliers

## Option 2:

### Self-Paced Online Training

- Same practical guidance and powerful skills found in the in-person seminar
- Downloadable workbook and certificate of completion
- 1.5 Hours of video training with corresponding questions and answers
- Ideal for remote teams, small teams, and individuals who cannot invest 4 hours in the in-person seminar

# Other Seminars Offered by Benedict Negotiating Seminars



## > Real World Negotiating™

*2- day seminar customized to each company's particular needs, the seminar provides a wide variety of effective, practical, and readily useable negotiating skills.*

This seminar has been the **negotiating workshop of choice** for companies across North America, Europe and Asia.

### **Negotiation Skills include:**

- How to prepare for a negotiation (introduction)
- How to begin the negotiation – five specific steps
- The four negotiating styles
- How to trade rather than give concessions
- Staying assertive, confident, and non-manipulated
- Single and Sole-Source Suppliers – What to do when they play WIN/LOSE (introduction)
- How to fight a price increase
- The ten laws of negotiation... plus much more!

*A 52 page workbook/resource guide accompanies the workshop.*

## > Negotiating With Single and Sole Source Suppliers

*2-day workshop designed for BOTH purchasing and technical people as well as other support people who deal with single and sole source suppliers.*

Few negotiations are more difficult than those with Single and Sole Source Suppliers. With seemingly little or no negotiating leverage for the buying company, even minor concessions from the supplier seem grueling to obtain. The situation is often not only painfully frustrating – but extremely costly to the buyer company.

***Can anything be done to increase leverage with single and sole source suppliers? As this 2-day workshop emphasizes, the answer is a resounding YES!***

Part 1 delves into 12 classic sources of leverage that our clients use as a “checklist” in preparing for Single and Sole Source negotiations.

Part 2 moves to the next step: How to progress from building leverage to designing a full-fledged negotiating strategy.

## > How to Strategically Prepare for Any Negotiation

*One- day course with an emphasis on a systematic, time efficient, results producing method of preparation that can be used for any level of negotiations.*

One of the most critical factors in achieving optimum results in negotiations is proper planning and preparation prior to the negotiation. In the hectic pace of the business world, proper preparation for upcoming negotiations can be easily overlooked or, at best, given very little time. Denying the preparation phase of the negotiation proper attention can be extremely costly to a business and/or an individual.

*How to Strategically Prepare for a Negotiation* is a hands-on, interactive course on a practical procedure to plan and prepare for any negotiation in the buyer/seller arena. Taught from the perspective of the business setting, the skills are easily transferable to interpersonal situations area as well.



# Contact Us.

Don't let backdoor selling cost you one more dime.



Benedict Negotiating Seminars

Benedict Negotiating Seminars Inc.

PHONE: [813-655-4272](tel:813-655-4272)

E-MAIL: [mail@bns-inc.com](mailto:mail@bns-inc.com)

WEBSITE: [www.looselipssinkcompanies.com](http://www.looselipssinkcompanies.com)  
[www.bnsnegotiation.com](http://www.bnsnegotiation.com)