THE #1 SECRET TO SUCCESS IN NEGOTIATIONS

How to Strategically Prepare for Any Negotiation

A SYSTEMATIC, TIME-EFFICIENT, RESULTS-PRODUCING APPROACH

A ONE-DAY SALES SEMINAR FROM BNS
PHASE 2 – THE PREPARATION AND PLANNING WORKSHEET

It's only an 8 1/2” x 11” sheet of paper, but our clients tell us it is one of the most powerful tools they have in preparing for a negotiation.

Some companies use it as a blueprint to help them build their negotiating strategy. Others use it as a checklist to make sure they have considered each vital area of the planning process.

In most companies where we’ve implemented this course, sales managers REQUIRE negotiators or negotiating teams to present their Planning Grid and Preparation Worksheet to them previous to critical negotiations.

**Planning Grid – Complete**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Negotiable Item</th>
<th>Quote</th>
<th>Mid-Point</th>
<th>Bottom Line</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Price (per unit)</td>
<td>$5525</td>
<td>$5400</td>
<td>$5250</td>
</tr>
<tr>
<td>2</td>
<td>Volume</td>
<td>All Units</td>
<td>All Units</td>
<td>80% of All Units</td>
</tr>
<tr>
<td>3</td>
<td>Service (labor)</td>
<td>6 Months Free $1000/unit per year</td>
<td>9 Months Free $950/unit per year</td>
<td>12 Months Free $900/unit per year</td>
</tr>
<tr>
<td>4</td>
<td>Contract Length</td>
<td>3 Years</td>
<td>2.5 Years</td>
<td>2 Years</td>
</tr>
<tr>
<td>5</td>
<td>Freight</td>
<td>Buyer Pays</td>
<td>Split</td>
<td>Seller Pays</td>
</tr>
<tr>
<td>6</td>
<td>Terms</td>
<td>3% 15 Net 30</td>
<td>1% 10 Net 30</td>
<td>1% 10 Net 45</td>
</tr>
<tr>
<td>7</td>
<td>Warranty (parts)</td>
<td>12 Months</td>
<td>18 Months</td>
<td>24 Months</td>
</tr>
<tr>
<td>8</td>
<td>Delivery</td>
<td>6 Weeks</td>
<td>5 Weeks</td>
<td>4 Weeks</td>
</tr>
</tbody>
</table>

**PHASE 1 – THE NEGOTIATION PLANNING GRID**

The Planning Grid is really your “definition of success” for the negotiation.

It includes:
1. A list of all the items being negotiated
2. A ranking of the negotiable items in order of importance
3. The development of the “aim high” quote
4. The establishment of a bottom line for each negotiable item
5. The determination of a mid-point for each item

**SKILL-BUILDING**

In addition to demonstrating how to develop the Grid, this session is a skill-building seminar in which participants actually develop a Grid. The class is divided into teams of 4-6 people, and using a case study, applies the 5 steps to complete a Negotiation Planning Grid. Then all teams return to the large group to outline and explain the reasons for the various positions on their Grid.

**ADDITIONAL “TAKE AWAY”**

Participants learn specifically how professional buyers are taught to prepare for and begin any negotiation.
WHO SHOULD ATTEND?

1. **Anyone in sales who negotiates with customers.**

2. **Support people** – This is an excellent opportunity for support people to understand their important role in the negotiating process (it does not teach them how to negotiate, it teaches them how to professionally prepare for the negotiation – and a context for their role on the team).

3. **Sales management** – This fast-paced 1-Day Session enables sales management to understand the Preparation and Planning System being taught to their people. Once managers begin to request the Planning Grid and Preparation Worksheet from negotiators previous to the negotiation, the Preparation Process will start to become culture in your company. In addition, the meeting between managers and negotiators to discuss the Grid and Worksheet provides shared expectations about the outcome of the negotiation and a tremendous “forum for discussion” about any up-coming negotiation.

4. **Negotiating teams who are preparing for a specific negotiation.**
What we have considered an acceptable level of discount for years has improved by better than 50% as a direct result of your training course.

—Donald C. Dickson, VP/Sales Operations, Computer Industry

I was (reluctantly) enrolled in Benedict’s Negotiation Seminar by my company. What a watershed event in my professional life! In the two years since attending, I have been the direct principle in the sale to two international customers, the value of these sales exceeding $250 million. These results were a dramatic change from my previous performance. The seminar, especially the emphasis on team preparation for negotiation, has been a fundamental contributor to my personal success.

—Paul R. Davis, VP/Marketing, Aerospace Industry

What made the seminar especially valuable was the unique opportunity to see the negotiation process from the purchasing side of the desk as well as the sales perspective.

—David Gray, VP/Sales Food Industry

Based on the feedback from our field sales account managers, product managers, and contract administrators, Benedict’s negotiating seminar has had a powerful effect. The skills are being applied and the results have been extremely successful.

—Douglas J. Ripley, Manager/Training & Development, Telecommunications Industry

Our company has used Benedict Negotiating Seminars since 1994. During our association, over 500 people globally have been trained. Unanimously, the participants have proclaimed Benedict negotiating training the single best training program every offered by our company.

—George Kralovich, Director/Global Sales, Automotive Industry

Benedict Negotiating Seminars — teaching his course not only in North America, but also in Europe, Asia, the Middle East, South America, and Australia.

He has received public recognition from the Jaycees in being named one of Minnesota’s Ten Outstanding Young Men and by the Sun Newspapers as Metropolitan Man of the Year. He has also been covered nationally by the Reader’s Digest and ABC-TV.

Mr. Benedict’s background includes being elected mayor of Minnesota’s third largest city (Bloomington) at age 23. Two years later he was re-elected by the largest majority in the city’s history. At age 26, he was elected as one of the youngest members of the Minnesota State Senate.

After not seeking re-election, Benedict was named at age 30 as Vice President and Division General Manager at National Computer Systems. Today he focuses his energies and expertise, as he has for many years, on the teaching of negotiation skills — while serving as President of Benedict Negotiating Seminars, Inc.