DIALOGUE BASED NEGOTIATION
WHY DIALOGUE BASED NEGOTIATION?

Sales professionals are under intense pressure to create profitable, sustainable agreements that achieve required levels of profitability, while creating stronger, more loyal customer relationships. They face powerful purchasing organizations, savvy well-trained buying teams, and unprecedented amounts of information they must process and leverage. In a commoditized, global environment, successful negotiators take control of the negotiation process and differentiate themselves, their solutions and their companies based on value and ROI, not what appears to be lowest upfront price. Success is achieved via innovative solutions that only come from a planned negotiation approach based on value exchange and need satisfaction for long term solutions, instead of conceding and excessive discounting.
Dialogue Based Negotiation (DBN) will enable sales people to:

- Take control of the negotiation process
- Negotiate sustainable and value based agreements
- Negotiate profitable deals
- Exchange value vs. conceding
- Plan and execute negotiations with confidence & courage

The GPG behavior change approach provides the skills, tools and strategies to drive a value-based solution and ROI-focused customer dialogue.
ESTABLISH A BEHAVIORAL SHIFT.
ENSURE MAXIMUM PROFITABILITY.

DBN equips sales teams with skills that get results

- Execute the AGREE model, leveraging tension to fully engage in every negotiation
- Move away from commoditization & overcome focus on price
- Leverage personal power and the power of the solution
- Exchange value versus granting concession with little or nothing in return
- Identify and overcome commonly used tactics
- Frame negotiations around client outcomes
- Plan effectively for real client negotiations
HOW DBN IS DELIVERED

All of our training solutions are a mixture of proven strategies honed through decades of application and small group sessions that coach people to use it. Therefore we implement a behavior change process that combines a highly tailored approach: live workshops (face to face or virtually live), pre and post workshop activities, application clinics, coaching sessions and tools to measure impact.

Our unique model can be delivered in 14 different languages and will not limit you to a per seat/per license charging model, but rather enable you to deploy a fresh approach on a global scale, with a predictable investment, for maximum results.
Global Performance Group (GPG) is a global corporate training company that believes the only way to effect lasting change is to transform habits by providing cutting edge content and coaching people to apply it to their real-life business cases.

GPG helps sales forces to practice and execute strategies that guarantee bottom line success. Sales professionals will develop the skills, tools and confidence that will enable them to create, shape and sell value in a tough environment. Most people know the theory behind “What” to do, but fail when it comes to the “How”. Sales professionals will gain the competence of the skills, the confidence to execute those well and the courage to leave operate outside their comfort zone. Participants will develop new skills and techniques to leverage the inevitable tension and generate a successful outcome for all stakeholders.

GPG provides its behavior change approach across all seven continents in 14 languages. Our clients are international in size and reach, and are looking to upskill employees with new methods that work across the new global economy.
LET'S START A DIALOGUE

For more information about the content in this document or if you would like to discuss your company's training initiatives please contact us on:

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