

TRAINING

HOW TO NEGOTIATE HIGH PROFIT SALES:

**THE MOST EFFECTIVE, PROFESSIONAL, DOWN-TO-EARTH,
COMMON SENSE SALES NEGOTIATION PROGRAM ANYWHERE!**

***“YOU DON’T HAVE A CHOICE AS TO WHETHER YOUR
SALESPEOPLE NEGOTIATE. THE ONLY CHOICE IS WHETHER
THEY DO IT WELL, OR POORLY.”***

- Bob Gibson

***“SALES ABILITY DETERMINES YOUR GROSS REVENUES, BUT
NEGOTIATING ABILITY DETERMINES YOUR PROFIT!”***

- Bob Gibson

Designed exclusively for the sales professional, this program focuses on the skills and abilities of not just getting the business, but getting it with good margins while maintaining relationships.

Sales people by the thousands are being outfoxed by buyers who are no smarter, but who are better trained as negotiators. You are losing money -- and you can fix it. This is a program that uses role-playing, hands-on exercises and instruction to teach the most critical negotiating skills. All of our programs are customized to your industry and your situation, but in a typical program your salespeople will learn:

- **Tactics & Strategies.** Stop leaving profits on the table! Generate higher profits while you enhance customer relationships. With two decades of experience in sales & sales management and teaching salespeople all over the world, Bob knows every tactic used by buyers. He’s identified the most effective, the ones used on your sales force day-in & day-out, and he’ll teach your sales force exactly how to respond to them.
- **Continuum of Business.** A key thought process that separates this program from all other sales or negotiation instruction. It’s the key to repeat business - at high margins.
- **Moments of Truth.** Every sales negotiation hinges on “moments of truth”. They’re the turning points in a negotiation, they often determine the profitability of a deal, and most salespeople aren’t tuned in to them. Once they become aware of them, and know what to – everything can change!

- **All About Power.** This is the real game. Either your salesperson or the buyer is going to be the alpha player, and your salesperson better understand and be comfortable with power: where it comes from, how to get more of it, and most important - how to successfully confront and overcome your buyer's power.

- **Positioning.** How to position your company, its products and services - and the salespeople themselves - for maximum value in the marketplace. Positioning is the key to getting profitable business by building value, instead of cutting price!

- **Formula for Success.** A proven process that works wonders with buyers. It heads off trouble before it starts, and it puts your salespeople in charge of the meeting. It's a simple, but profoundly effective tool.

- **Negotiation Style.** How to find your natural **negotiation style** and use it successfully.

- **Planning.** The "**How to Negotiate High-Profit Sales Planner**" teaches a salesperson how to plan- really plan before a negotiation. The planner guides them through the minefield of sales negotiation. It helps them avoid mistakes, and most importantly - it shapes the way they think. They will reach a point where they will never be ambushed again.

- **Horse Trading Wisdom.** Some thoughts from Bob's dad and Bob's years in business that keep you on track, and prevent the mistakes you regret for years afterward.

Bob Gibson is a negotiation strategist and the president of San Francisco-based [Negotiation Resources](#). He may be reached at 415-331-8808.