

## Hooks and Bullets for Day and One Half Seminar Series

# Negotiation Sales Skills

These Hooks and Bullets detail the content of a full day seminar offerings for line level and supervisory personnel. The seminar deals specifically with the construction industry, with an emphasis on sales issues.



### Negotiation Strategies

- How to define: Win-Win, Win-Lose, Lose-Win, Lose-Lose?
- How can buyer and seller both win?
- When is Lose-Win better?
- How and where strategies apply in the construction world

### The Consultative Sell

- Hey! What Do You Sell, Anyway? (Kodak sells memories, not film)
- Selling mature products/services in mature markets
- Your sales philosophy
- Your 30-second elevator speech

### Negotiating with Government Bureaucrats

- Establish criteria (What to heck does this guy want?)
- Understanding and countering the concept of 'power'
- Diplomacy versus Negotiation

### Negotiating with and Selling to Price-Focused Customers

- Total Cost of Ownership (TCO)  
The cornerstone of Negotiation and Sales
- Define and quantify the TCO (Price  $\neq$  Cost)
- Defining Best Value as the lowest TCO

### Capitalizing on the Importance of High Initial Demands (HID)

- Why HID is necessary
- Won't unrealistic HID turn off the other side?
- How HID trains the buyer
- What to do when they counter my HID with theirs?

### Deploying Concession Behavior to Our Advantage

- How and to I make a concession
- How to build in concessions and make the other side want them
- The proper way to offer the size and direction of concessions
- How to estimate the other side's concessions

### Cost Analysis—The most essential tool for buyers

- How and why buyers identify and eliminate unnecessary costs
- Quantifying a basis for negotiation
- Avoiding Robinson-Patman problems

### Price Analysis—Why do buyers want to know about this?

- Pricing strategies of sellers that buyers want to know
- The effect of Sales on Price and Cost

### Communication (the stage upon which the Negotiation play unfolds)

- Skillful questioning techniques
  - Closed ended questions for precision
  - Open ended questions for probe
- Listening Skills
  - Hearing versus Listening
  - Mirroring/Modeling/Matching
  - 4 problems with listening
- Speaking Skills
  - Connotation and denotation
  - How to improve (do not emulate politicians)
- Verbal language clues to seize upon, Listening or Speaking
- How to negotiate effectively on the telephone

## About

# Robert Menard

Bob Menard of Dallas, TX, is a renowned expert in business strategies. A professional public speaker, author, consultant, and corporate trainer, he has delighted convention audiences in over 1,400 speeches and seminars in 47 states and 5 foreign countries with his energetic and engaging style. Clients in the Petrol/Chemical industry include Atofina, Schlumberger, Exxon-Mobil, BASF, Energia Petrobras, and others.

Menard writes a monthly column in Dartnell's *Selling* magazine and is sought by sales groups for his unique buyer's perspective. His philosophy is embodied in the corporate slogan: *Sell for a dollar, earn a dime; save the same dollar, earn ten dimes.*

He may be reached at 214-513-8484 or through the web site. [www.RobertMenard.com](http://www.RobertMenard.com).



## Dealing with Personality Types

- How to recognize and neutralize personality types
- Secrets to Communicating in their personality style
- The Golden Rule—How to communicate in the personality type of the other side (Quand en la France, il faut parler francais!)

## Writing an Effective Negotiation Plan

- How to prioritize issues on the basis of costs
- How to align our Negotiation plan with our Purchasing strategy
- What to include in the Negotiation Plan
- A Negotiation Template you can use profitably!

## Small Team Exercise— The Gaylord Principle

In a classic negotiation setting, we will devise a strategic alliance plan for partnering with a customer. Among the considerations are costs, shared savings, and pricing.

## Performance Metrics

- How to develop and apply
- Applications in Contract-Customer/Supplier Management
- Pentagon case study
- Group Exercise: Creating and Applying Performance Metrics  
*How to create a simple, workplace-friendly model to measure supplier performance of customer and supplier, the key to long term mutually beneficial relationships.*

**“Hone your Negotiation and Sales skills to a competitive edge or forever sell low price.**

**This seminar demonstrates practical techniques sell jobs to customers, buy subcontracts, equipment, services, material, change orders...and do so profitably!**

**Don't let the hard bid world control your destiny.”**

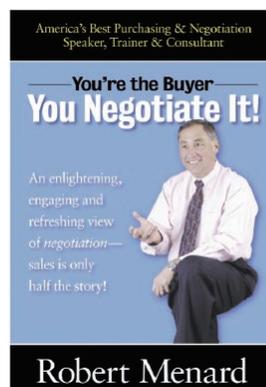
**—Robert Menard**

*America's Best Purchasing and  
Negotiation Speaker, Author and Consultant*

**Robert Menard**

*The Voice of the Customer*

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## Bonus Sections

### Selecting, Exploiting, and Countering Negotiation Tactics

We will demonstrate dozens of tactics to use in Negotiation settings and how to effectively counter them. People love this section of the seminar, but it constitutes only about 10% of a professional negotiator's arsenal. Mastery is essential, however, and we will learn about many.

- Dozens of tactics and how to effectively counter them
- The Amateur Negotiator's Top 20 Boners
- The 'No' statement, the 'Huh' statement? "You" versus "I" statements...
- Handouts of Tactics we don't get to cover
- How, when and why to use or not use all of these and much more

### Body Language studies with copious visual representations

As much as 80% of our meaning is transferred non-verbally! We will devote an hour or so to the science of Kinesthetics or Neuro-Linguistic programming. Buyers are trained to spot Mirroring/Modeling/Matching and other Body Language messages so that they understand ours and control theirs. We will study the basics of gestures and conduct a live experiment in transmitting and receiving Body Language amongst our group.

- **Clusters**—gestures must be in groups to be interpreted
- **Congruity**—the situation and gestures must agree
- **Consistency**—Body Language and Verbal language must agree
- **Culture**—Not only national, but gender differences affect meaning

*This program will put you on the path to replacing the foot race to a low number with a concentration on 'Value. It includes exercises and examples taken from the job site and bargaining table—and it sets forth a cohesive plan for improving profitability through Sales and Negotiation skills.*