



Benedict Negotiating Seminars Inc.

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When a customer presents a counter-offer to your company's quotation:

- How firm is it?
- How was the counter-offer prepared?
- Do you really have to move off the quote to get the deal – or are you bidding against yourself?
- If you do have to move off your quote – how far?
- When the buyer says: “You meet spec, your competition meets spec. This is just a commodity buy, so the only item is really price.” Are they telling the truth?

Most negotiations are won (or lost) before they ever start. They are won (or lost) in the:

1. Preparation and planning stage
2. Pre-negotiation battle for information waged by both buyers and sellers

Would it be helpful for your salespeople to understand the specific process buyers use to prepare for the negotiation (including how they prepare their counter-offer).

Would it be helpful for your salespeople to understand the classic 3-phased approach that professional sales teams use to prepare for any negotiation?

Many of our clients feel that the information and process taught in this 1-day seminar has been vital to them in not only making sales – but **profitable** sales (see attached brochure).

We invite you to utilize our “How to Strategically Prepare for Any Negotiation” as a stand-alone, 1-day seminar or as a part of your annual sales conference.

I look forward to talking with you in the days ahead.

Best Regards.

Bob

Robert M. Benedict
President