



CLOSING DEALS PROFITABLY

It's an awful moment when you get the call from procurement to "talk" about your proposal.



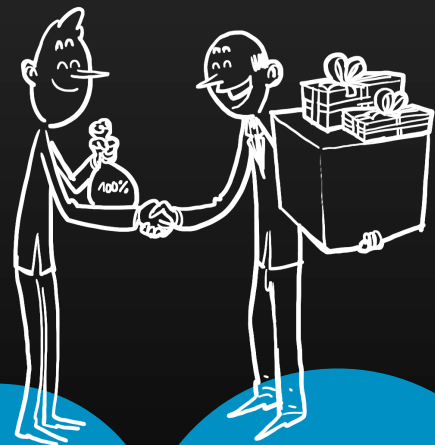
What can you do to turn that dreaded phone call into the starting point for crafting a great deal



Let's take the example of a salesperson at a global training company who gets the call from a procurement officer in a major new account, asking for a 20% reduction in the cost of training programs to fit their project budget.

He was expecting the call and had prepared for it by defining his key issues for the deal – the price of training programs, and the consulting fees for additional services.

In addition to these key issues, he identified other elements to use in the negotiation, ones that have high value for the customer, and low cost to his company such as documentation in local language, and web-based videos to reinforce key concepts. These were not included in the customer's original request, but are things his company has available.



His strategy is to offer more value rather than just haggle on price.

The additional services he offers are worth more than the 20% discount the customer wanted, and helped the procurement officer feel good about paying full price.

