

Negotiation Skills



WHO IS WHO?



دارا، هنرمند



امیر، مهندس عمران



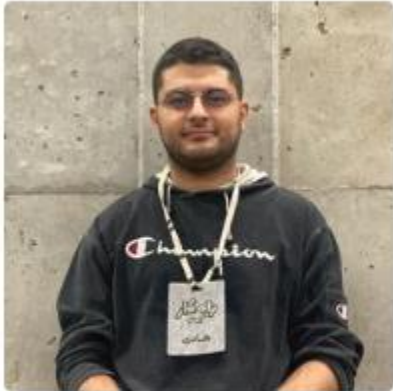
علیرضا، برنامه نویس



علی، طراح سایت



علی، مدیریت



هادی، معمار



فاطمه، مدیریت



فرناز، معمار



فائزة، برنامه نویس



داریوش، طراح

WHO IS WHO?



نیوشا، طراح شهری



نگار، طراح



میلاد، طراح شهری



مریم، طراح



مریم، مدیریت



زینب، معمار



صالحه، پزشک



پارسا، کارگردان



امید، پزشک

AMIR HOSSEIN SOBHI AFSHAR



- › 1975, BEGINNING OF MY JOURNEY
- › BSC. ELECTRICAL ENG. TELECOMMUNICATION
- › MSC. TECHNOLOGY MNG. TECHNOLOGY TRANSFER
- › PHD. TECHNOLOGY MNG. TECHNOLOGY TRANSFER

MORE THAN 25 YEARS EXPERIENCE IN:

- › BUSINESS CONSULTANT (STRATEGY, MARKETING, SOFT SKILLS, NEGOTIATION SKILLS)
- › ERICSSON , 16 YEARS, (COUNTRY MANAGER, HEAD OF STRATEGY, INDUSTRY RELATION DIRECTOR, KEY ACCOUNT MANAGER)
- › HUAWEI, 2 YEARS, KEY ACCOUNT MANAGER
- › RAHNAMOON, 3 YEARS, BUSINESS DEVELOPER, HEAD OF TECHNICAL DEP.
- › AVAJANG, 2 YEARS, R&D ENGINEER
- › SPEER, 4 YEARS, TECHNICAL ENGINEER

- › DISTANCE RUNNER (TRAIL, MARATHON)
- › TRAVELER, ADVENTURER.
- › ENJOY EXPLORING
- › TROUBLE MAKER & PROBLEM SOLVER



We offer three kinds of service:

GOOD - CHEAP - FAST

You can pick any two

GOOD service CHEAP won't be FAST

GOOD service FAST won't be CHEAP

FAST service CHEAP won't be GOOD

INTELLIGENCE IS THE KEY FOR NEGOTIATING



- › Market Intelligence
- › Business Intelligence

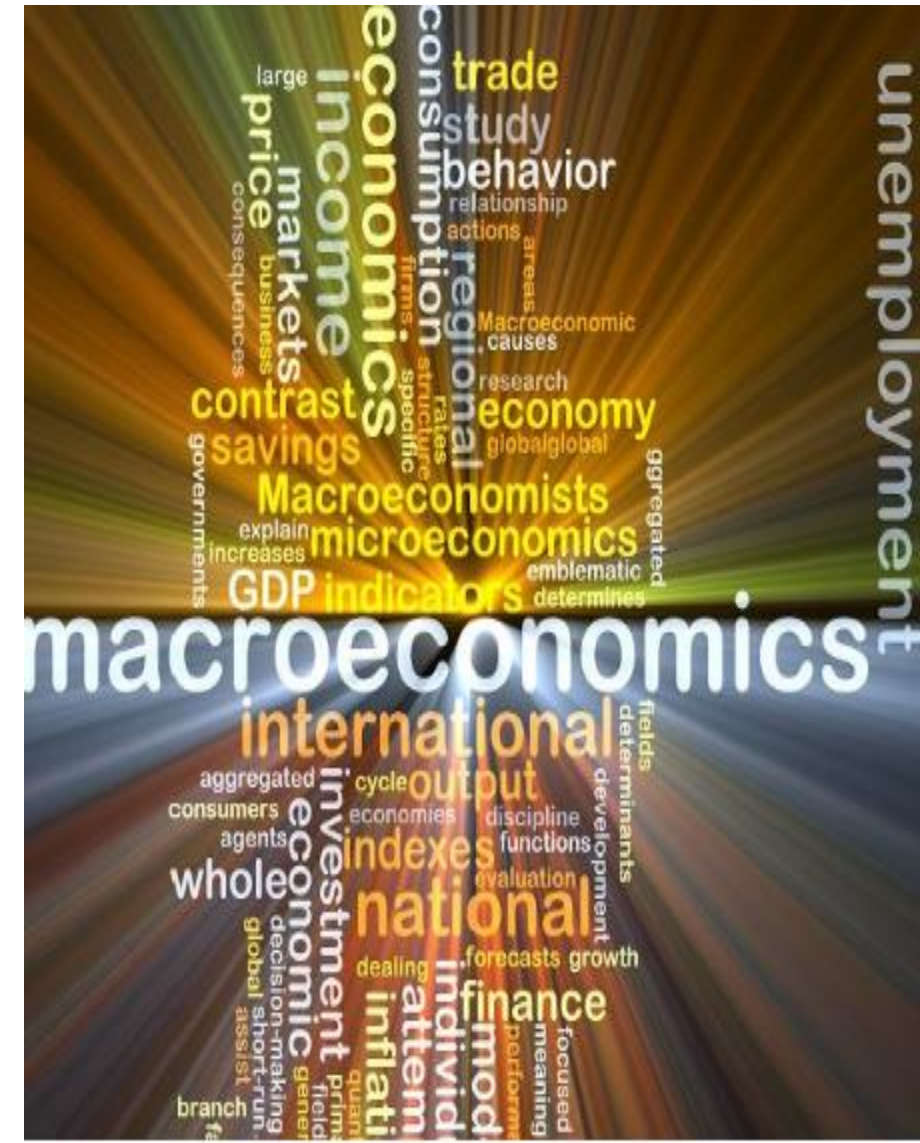


MARKET INTELLIGENCE

Driving business growth

MACRO ECONOMY

- › Population
- › Size of Economy
- › GDP
- › GDP per Capita
- › PPP
- › Inflation
- › Age Structure
- › Annual Budget Allocation
- › Risk Map
- › Corruption map
- › Revenue sources
- › Political structure
- › Gini Index
- › Communication status



هفت و هشت
راهکارگاه ایستادها

- [illegible]

BUSINESS INTELLIGENCE



BUSINESS INTELLIGENCE

Competitors', Customers',

- › Numbers
- › Market Share
- › Marketing Model
- › Financial Capabilities
- › Political Situation
- › Product Roadmap & Strategy
- › Supply and Sourcing Model
- › Cost Model
- › Organization Model & Relations
- › Power Base analysis



WHY & WHAT?

- › List of reasons
- › List of services, products, demands



POWER BASE ANALYSIS OR BUYING ROLES- 1

- › **Gatekeepers**: They tend to work closely with decision-makers. They might be executive assistants, administrative assistants, secretaries, or receptionists.
- › **Decision-Makers** : The person who makes the final decision to purchase.
- › **Influencers**: A person who can influence other members of the buying committee.
- › **Blockers**: A person who can stop the sales process from moving forward.

POWER BASE ANALYSIS OR BUYING ROLES - 2



- › **End user**: The person who uses your product or service, whether they had a say in the buying process.
- › **Executive Sponsor**: A non-decision maker in the executive group that acts like a champion or influencer (like a consultant or board member).
- › **Legal**: A person that is responsible for terms and conditions on the contract.
- › **Budget Holder**: A person that controls the budget for the product or service.
- › **Champion**: A person who enthusiastically supports, defends or fights for your product or service in their organization.

DISC TEST



4 TYPES OF PERSONALITY

- › Dominance: سلطه جو، برتری طلب
- › Influencing: تاثیر گزارنده، ترغیب گر
- › Steadiness: ثابت قدم، استوار
- › Compliance: پذیرا، موافق



- › Stubborn: سرسخت، یک دنده
- › Persuasive: متقاعد کننده، وادارگر
- › Gentle: آرام، ملایم
- › Humble: فروتن، افتاده
- › Competitive: رقابتی، هماوردگر
- › Playful: سرزنده و شوخ
- › Obliging: آماده خدمت، مددکار
- › Obedient: مطیع، سربزیر
- › Adventurous: ماجراجو، مخاطره طلب
- › Life of the party: انرژی دهنده به جمع، پر جنب و جوش
- › Moderate: میانه رو، معتدل
- › Precise: صریح، مختصر و مفید

- › Determined: بااراده، مصمم
- › Convincing: متقاعد کننده، باور انگیزاننده
- › Good Natured: خوش طبع و حالت
- › Cautious: دست به عصا، محتاط
- › Assertive: جسور، حاضر جواب، پرجرات
- › Optimistic: خوش بین، امیدوار
- › Lenient: آسان گیر، باگذشت
- › Accurate: دقیق، بی خطا

HIGH D (DOMINANCE)

- › Decisive
- › Efficient
- › Competitive
- › Independent
- › Practical
- › Pushy
- › Impatient
- › Attack First
- › Tough
- › Risk Taker
- › Organizer
- › Z, not A to Z
- › Get to the point
- › No full Presentation
- › Like Challenge
- › Results
- › Fast to decide
- › Freedom from Control



HOW TO RESPOND TO HIGH D

- › Provide direct Answers,
- › Be Brief and to the Point
- › Ask What Questions not How
- › Stress Logic of Ideas
- › Agree with Facts not Person
- › Stick to Business



HIGH I (INFLUENCING)

- › Emotional
- › Optimistic
- › Friendly
- › Talkative
- › People-Oriented
- › Undisciplined
- › Excitable
- › Expressive
- › Dreamer
- › Risk Taker
- › Like challenge

- › Not into detail
- › Prefer other to do details
- › Social Relationships
- › Eager
- › Fun Loving



HOW TO RESPOND HIGH I

- › Allow them to express ideas
- › Provide Testimonial of Experts
- › Allow Time for fun activities
- › Provide Details in Writing
- › Create a democratic Environment



HIGH S (STEADINESS)

- › Passive
- › Unhurried
- › Sensitive
- › Kind
- › Cooperative
- › Patient
- › Non-Risktaker
- › Slow to decide
- › Accept change slowly
- › Insecure
- › Calm



HOW TO RESPOND TO HIGH S

- › Provide a sincere and agreeable Environment
- › Ask How questions
- › Be Patient
- › Present ideas and departures from status quo
- › Allow them time to process
- › Define their goal in the plan
- › Provide personal assurance of support



HIGH C (COMPLIANT)

- › Perfectionist
- › Sensitive
- › Accurate
- › Persistent
- › Need many explanations
- › Orderly
- › Fears criticism
- › Indecisive
- › Moralistic
- › Analytical
- › Detailed
- › Non risk-taker

- › A to Z
- › Numbers
- › Full Presentation
- › No Mistake
- › Slow Pace

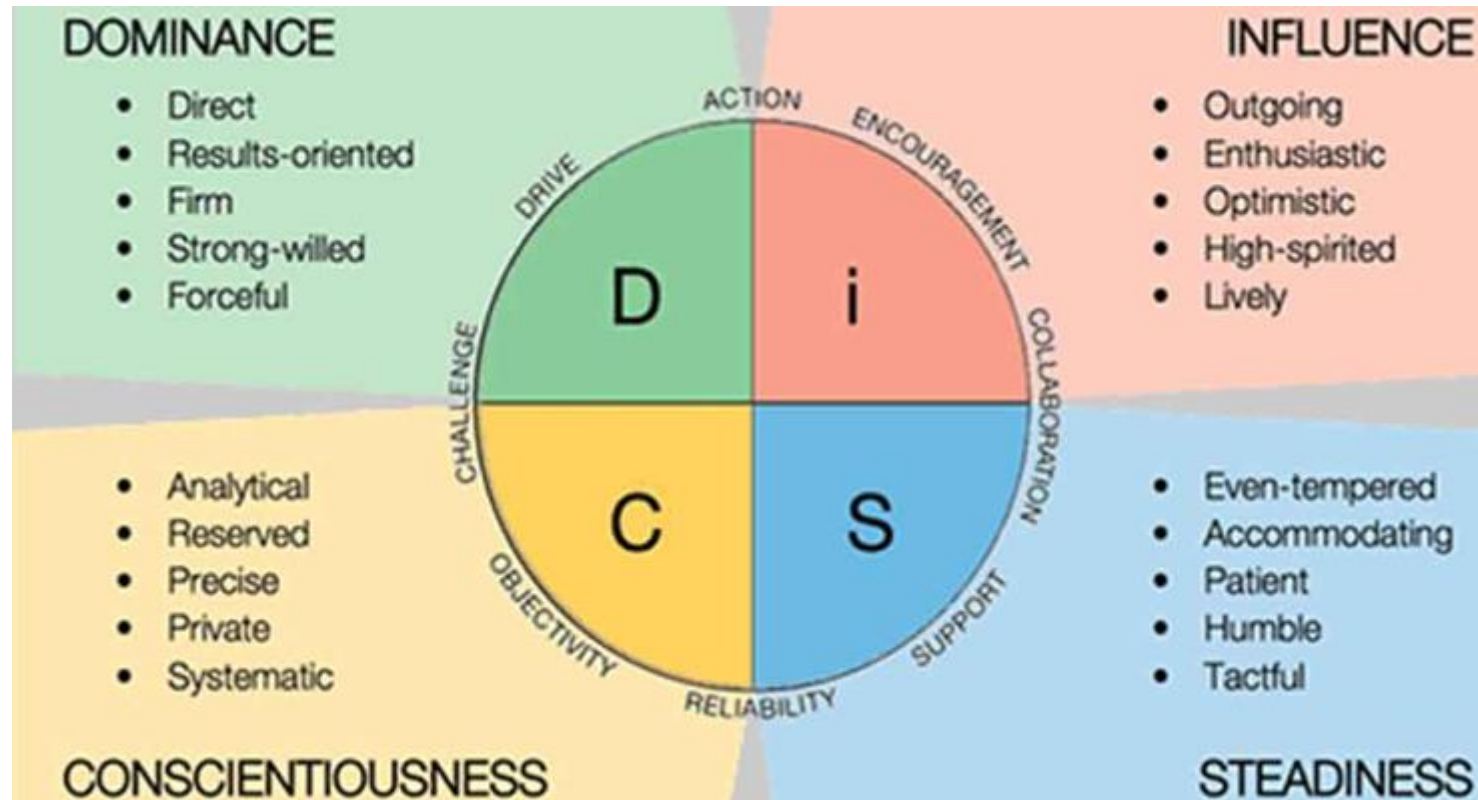


HOW TO RESPOND TO HIGH C

- › Prepare your case in advance
- › Provide Straight pros and cons of ideas
- › Support Ideas with accurate data
- › Provide step by step approach
- › If disagreeing, disagree by facts not the person
- › Provide Many explanations in a patient and persistent manner



DISC IN A NUTSHELL



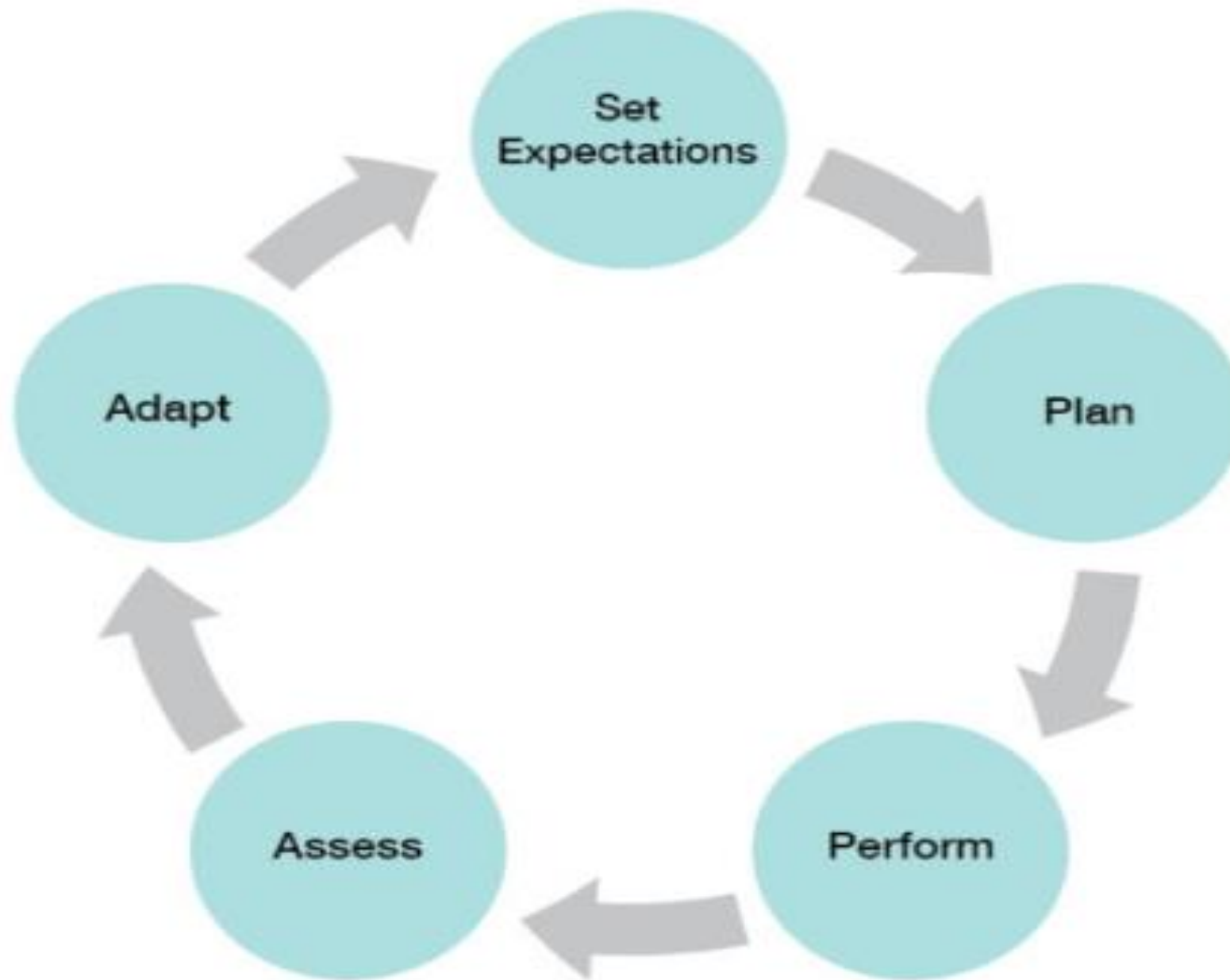
ESSENTIAL NEGOTIATION SKILLS

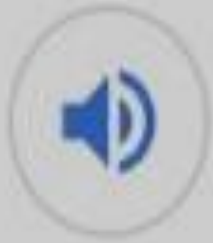
- › Communication
- › Active listening
- › Emotional intelligence
- › Expectation management
- › Patience
- › Adaptability
- › Problem-solving
- › Value creation











adaptability

/əˈdaptəˈbɪləti/

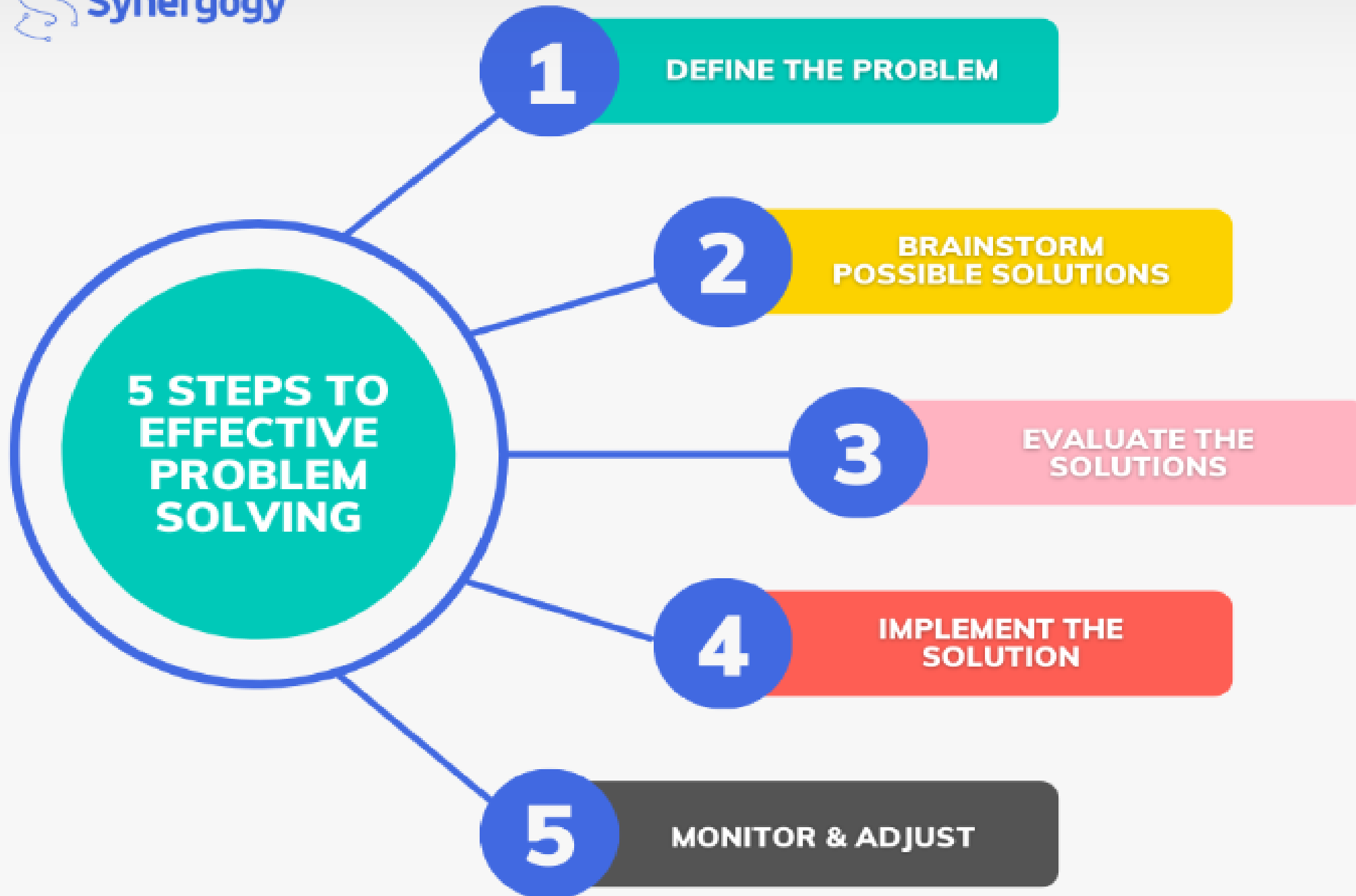
noun

the quality of being able to adjust to new conditions.

"adaptability is an advantage in the harshly competitive global economy"

- the capacity to be modified for a new use or purpose.

"this is a good example of the adaptability of listed buildings"



Do You
REACT

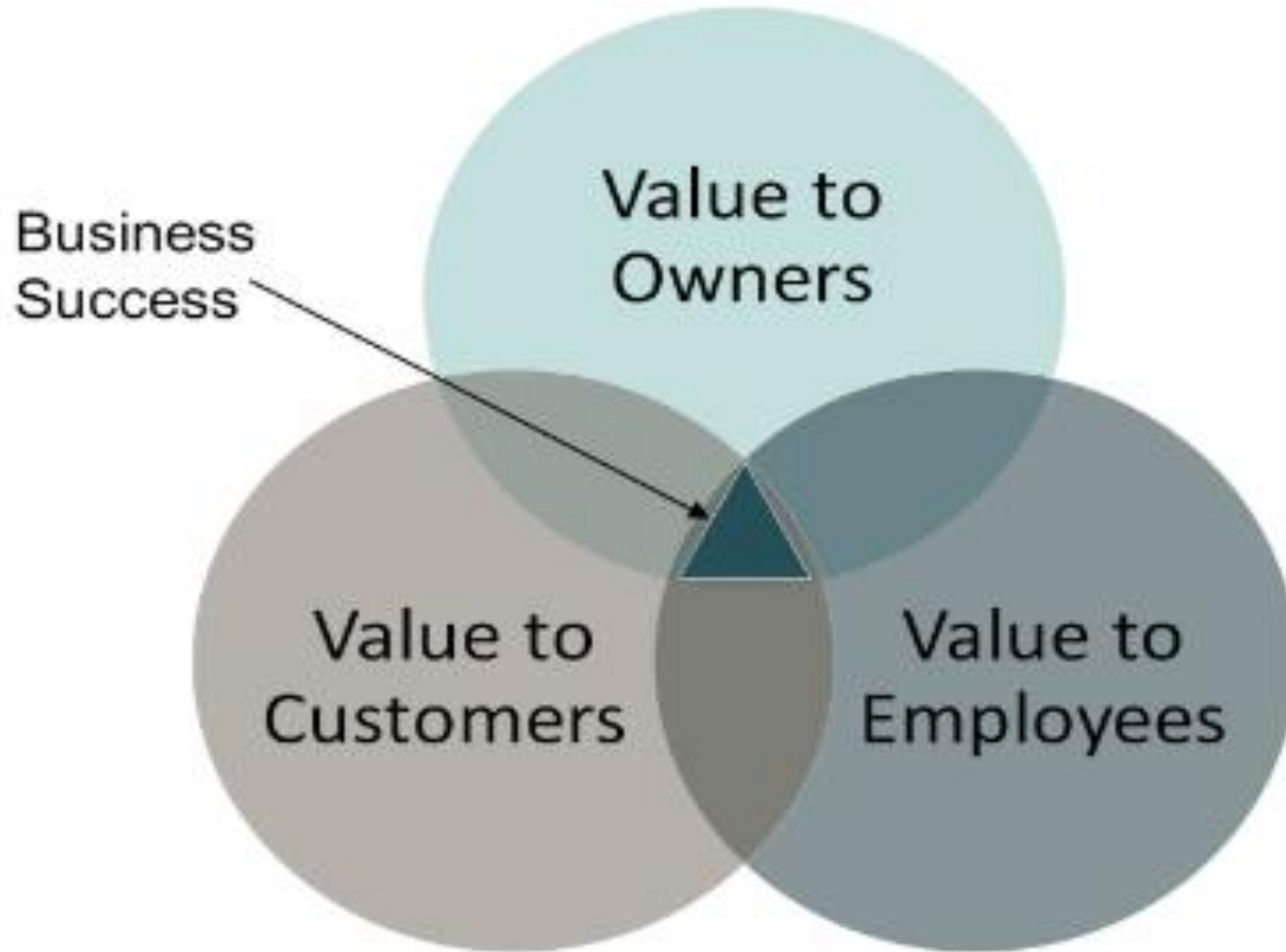


or

Do You
Respond?



Value Creation for Business Success



SPIN SALES SKILL



SITUATION



PROBLEM



IMPLICATION



NEED - PAYOFF

Situation: Establish buyer's current situation.

Problem: Identify problems the buyer faces that your product solves.

Implication: Explore the causes and effects of those problems.

Need-Payoff: Show why your product is worth it

THE 4 STAGES OF A SPIN SALE

- › Opening
- › Investigating
- › Demonstrating capability
- › Obtaining commitment



STAGE 1: OPENING

- › In the beginning, don't push your product
- › Focus on building a sincere relationship
- › Gather as much information as you can
- › Ask questions and show interest in your leads



STAGE 2: INVESTIGATING

- › Find out what's frustrated leads in the past
- › Investigate pain points to build trust and credibility
- › Reassure leads that you have their best interests in mind
- › Overcome objections



STAGE 3: DEMONSTRATING CAPABILITY

- › Tie your solution to the prospect's problem
- › Demonstrate value and capability
- › Showcase features
- › Provide product demos



STAGE 4: OBTAINING COMMITMENT

- › Obtain commitment and receive payment
- › Handle the paperwork
- › Thank the new customer
- › Celebrate!



Situation	Problem	Implication	Need-Payoff
<p>Situation questions help reps discover the status quo. Use these questions to understand business goals, processes, and other environmental factors.</p>	<p>Problem questions help reps uncover the buyer's problem. Use these questions to reveal areas of opportunity, whether stated outright or inferred.</p>	<p>Implication questions drive urgency around solving a problem. Use these questions to show buyers why they need to change.</p>	<p>Need-payoff questions guide buyers to see the benefits of solving the problem and the payoff for taking action now rather than later. Use these questions to move the buyer towards a specific next step.</p>

SITUATION QUESTIONS

- › Can you tell me about your role at your company?
- › Walk me through an average day at your job.
- › What is your approach to [use case]?
- › Can you tell me about your current processes?
- › What tools do you currently use?
- › Why did you invest in these tools?
- › How effective do you find these tools?
- › How often do you use them?
- › Who is responsible for [use case]?
- › How much budget is assigned to [problem]?
- › What is your top priority for the year?
- › Why is this priority important to your business?
- › Who owns the strategy for [priority]?



PROBLEM QUESTIONS

- › How important is [priority] to your business?
- › What challenges do you anticipate?
- › What is your biggest day-to-day challenge?
- › Why does this approach work/not work for you?
- › Does your current approach to [priority] ever fail?
- › What happens if you're not successful with [priority]?
- › In a perfect world, what would your approach look like?
- › Do you think [problem] can be solved?
- › What's stopping you from solving it?
- › How easy is it to make progress against [priority]?



IMPLICATION QUESTIONS

- › Has the business ever missed a KPI due to your current approach? Why?
- › How much does your current approach cost?
- › How much time does your current approach utilize?
- › How would you distribute these resources differently if you didn't have to use them on [problem]?
- › What goal would you like to achieve that you currently can't because of [problem]?
- › How is [problem] impacting your work?
- › How is [problem] impacting your team's work?
- › How is [problem] impacting your customers' experience?
- › Would resolving [problem] allow you to advance your career?

IMPLICIT PROBLEMS



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NEED-PAYOFF QUESTIONS

- › What would change if you did [approach] differently?
- › How would it be easier to achieve [priority] with [solution]?
- › Would your team get value from [solution]?
- › How do you think solving [problem] would help you?
- › What would achieving [priority] unlock for your business?



**IT PAYS
OFF.**

EXPLICIT PROBLEMS



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4 PILARS OF SALES

- › HONESTY
- › INTEGRITY
- › KNOWLEDGE
- › GENUINE INTEREST



PRESENTATION TIP: JUST BE A STORYTELLER



هفت وهشت
راهکارگاه ایستاده ها

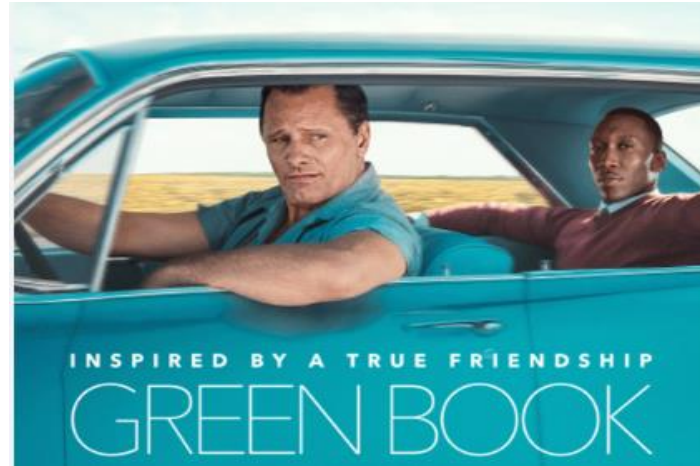


MOVIE SUGGESTION



The Intern

- › Imdb 7.1/10
- › Director: Nancy Meyer
- › Stars: Robert De Niro
Anne Hathaway, Rene Russo



Green Book

- Imdb 8/2/10
- Director: Peter Farrelly



Shawshank Redemption

- Imdb: 9/3/10
- Director: Frank Darabont
- Stars: Tim Robbins, Morgan Freeman





Reflections



FEED-BACK



to
FEED-FORWARD



THANK YOU!