

Master the art of deal-making.

People negotiate, not businesses. Skilled fierce salespeople remain authentic, clear in resolve, and willing to interrogate multiple competing realities. They know that negotiating is far more than just a transaction, it is a relationship, and they use emotional capital to build trust and guide conversations to a place where solutions are discovered.

Fierce Negotiations® is not about compromise. It’s about how sales professionals can gain the most value and meet their needs while enriching the relationship — steering negotiations to favorable outcomes that lead to success, both personally and professionally.

WITHOUT FIERCE NEGOTIATION	WITH FIERCE NEGOTIATION
Lack of preparation	Successful business negotiations
Focus on competing rather than collaboration	Identify the needs of each party
Win-lose approach and attitude	Reach shared potential and opportunity
Misaligned goals and damaged relationships	Close negotiations and maintain relationships

What you’ll learn:

- Properly prepare for successful business negotiations
- Identify your own needs in a negotiation and those of the other party
- Examine shared potential and opportunity beyond the current negotiation
- Confidently close negotiations while being mindful of the ongoing relationship

Ways to learn:

Current:



ILT/VILT 2 hour instructor-led training (in-person or virtual)

Future:



On-demand 1 hour self-paced online learning



Blended 1 hour on-demand plus 1 hour ILT/VILT application session



3D simulations

The learning journey:

- Define Fierce Negotiations, including the 4 primary negotiation styles
- Introduce ZoPA: The Zone of Possible Acceptance
- Establish the 5 Steps of a Fierce Negotiation

The learning model:

- Explore why preparation is key to a successful negotiation
- Review best practices for determining needs in a negotiation by using the Fierce Preparation Form
- Identify the importance of building relationships and how it impacts our negotiations
- Examine the 5 factors of Emotional Intelligence
- Introduce the CLiCk behaviors as a tool to quickly build relationships
- Review the Fierce model for how to identify and solve for underlying needs in a negotiation
- Practice the model using real-life examples
- Explore how to employ collaborative brainstorming in negotiations
- Check for how well you have met the needs and whether further negotiation is required
- Identify successful closing questions and how to proceed after the agreement workshop close
- Capture insights and commit to applying what was learned

“Companies that invest in sales training see a surge of up to 343 percent in ROI.”

– Accenture

Fierce Conversations is an award-winning leadership development and training company that drives results for business and education by improving workplace communication. Fierce Conversations creates authentic, energizing, and rewarding connections with colleagues and customers through skillful conversations that lead to successful outcomes and measurable ROI.

Let's connect! Contact info@fierceinc.com for more details.



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Fierce Inc. is certified as a women-owned business by the Women's Business Enterprise National Council and the Astra Women's Business Alliance.

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