

Propose & Negotiate

Sales Process Live Training



On the Agenda

01

Creating a Proposal

Worksheet Review

02

Negotiation

Objections, Alternatives
and making your case.

03

Present the Proposal

Get back on stage with a
new role-play activity!

04

Q&A


Get your Propose and
Negotiate questions
answered.





01

Creating a Proposal



*Proposal removed for
privacy reasons*

A compelling proposal addresses
the customer's problems or business objectives
at a price they're willing to pay.



SPICED Refresh

Situation

Obtain or confirm information essential to understanding the customer's current situation, with a focus on **marketing strategy**, **advertising spend** and **attribution model**.

Pain

Uncover the customer's **acute challenges and frustrations**, also known as pain points.

Impact

Identify the **core business objectives** can help attain. Typical categories include Increase Revenue, Decrease Cost, or Improve Customer Experience.

Critical Event

Discover **timelines that matter** to the customer and determine if the deadline qualifies as a Critical Event.

Decision

Learn your customer's **decision process** (who is involved and how) and their **decision criteria** (what is needed to move forward).

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Proposal Terms

Proposal Terms:

Recommended Budget: \$X per month
-Campaign P: \$X
-Campaign Q: \$X

Estimated KPI: Campaign P- KPI \$X
Campaign Q- KPI &&

Attribution Model: mnop

Targeted Launch: 3/8/23

Tactics: Campaign P & Campaign Q

Inventory: Red, Yellow & Blue

Proposal Terms:

Recommended Budget: £X per day
-Campaign P: £X
-Campaign Q: £X

Estimated KPI: Campaign P- KPI £.X
Campaign Q- KPI &&

Attribution Model: mnop

Targeted Launch: 3/10/23

Tactics: Campaign P & Campaign Q

Inventory: Red, Yellow & Blue

Key Performance Indicators

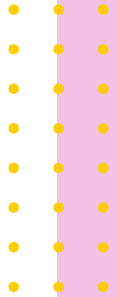
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Estimating Performance



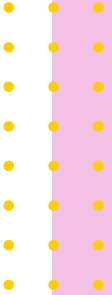
Setting Expectations

- Attainable
- Competitive
- The right attribution model



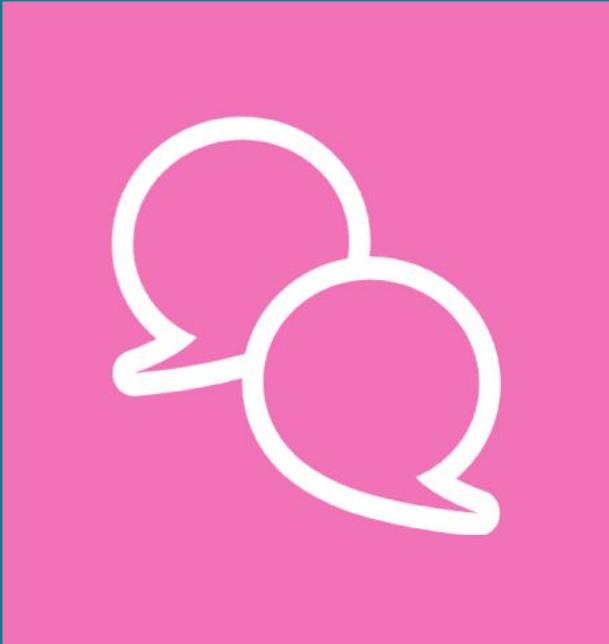
Estimating Performance

It's all relative!



The Proposal





02

Negotiation

Objection Handling

Sharing time!



Anticipating Objections

- Compare your proposal with your understanding of the customer's expectations.
 - Is the budget higher than they wanted?
 - Are the estimated KPIs compelling?
- Have you explored alternatives to what you're presenting?
- In your opinion, is your proposal the best solution New Brand can offer your customer?

LAER Method

LISTEN

Give the customer time to express themselves without interruption. Listen in an open-minded, non-critical way, rather than thinking ahead to your response.



ACKNOWLEDGE

After listening, take a moment to show empathetic understanding through verbal and nonverbal means. Agree, affirm, look concerned, if that's how you feel.



EXPLORE



Now is the time to dig a bit deeper. Ask clarifying questions to confirm understanding and get specifics. Balance exploration with acknowledgment.



RESPOND

You now can respond to the customer's objection. Your response may be a solution, suggestion, or a next step, it all depends on what you've learned during LAER.



- 
- 
- Buying from New Brand is the best option.
 - Buying NOW is the best option.
 - It is easy to make the purchase with New Brand.

03

Role Play

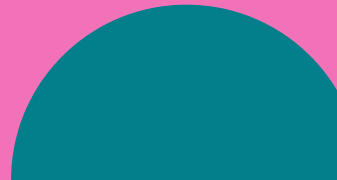
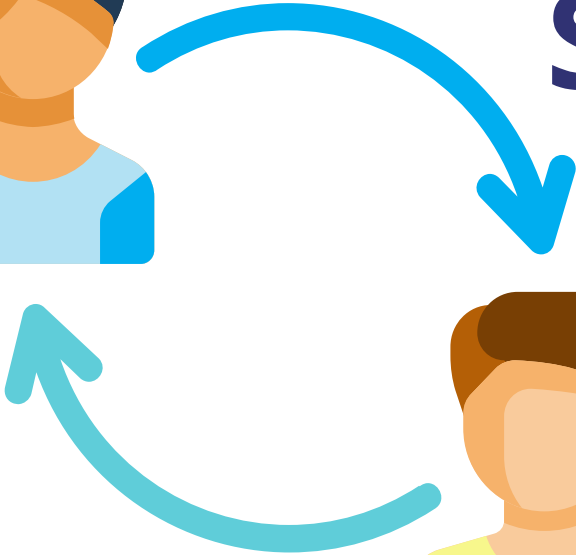
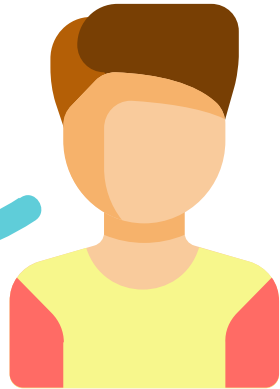


Role-Play Pairs



Sales Rep

Customer



During the Role-Play

DO

- Present the proposal.
- Get into your roles.
- Notes areas where the conversation went well or missed the mark.

DON'T

- Make the conversation an easy win for the seller. Customers should try to have at least one objection or concern.
- Goof around. This is your chance to practice the call in a low-stakes situation.

Time limit: 30 minutes

Role-Play Debrief

Customer Insights

Seller Insights

- What went well?
- What could have gone better?
- What surprised you about the conversation?
- Other comments?



04

Q&A

Questions



Answers





Thanks!

Do you have any questions?

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#team_training