

# HOLDEN ADVISORS



## *Negotiating with Backbone*

8 Sales Strategies to Defend Your Price and Value



Let's face it; the moment of truth in pricing and selling is whether the sales team can effectively negotiate price and value with customers. Help your sales people Get Backbone™ and grow your sales and margins.

*Decode buyer behavior and procurement tactics for higher margins and greater sales team confidence.*

Let's face it; the moment of truth in pricing and selling is whether the sales team can effectively negotiate price and value with tough buyers. Help your salespeople *Get Backbone* and grow your sales and margins.

Companies have made significant investments in procurement processes, people, and technology. Procurement buyer's negotiation skills and tactics have also improved substantially. The result is a buying organization with skills and power that intimidates and outmaneuvers most salespeople.

It does not have to be this way. Sales organizations need a new approach and tools to decode the procurement buying tactics and buyer behavior. Salespeople need to be able to assess the buying situation, decode the economic buyer's tactics, and choose the right play from the playbook.

Based on deep expertise, decades of real life seller-buyer experience, and research, Holden Advisors has developed the *Negotiating with Backbone* methodology and program. The methodology has translated into real bottom line impact and increased sales confidence in engaging economic buyers.

*Learn to decode the eight buying scenarios and to choose the right sales strategies to defend your prices and value.*



## Program overview

- A proven, comprehensive sales negotiations methodology and training program
- Enable your sales team to confidently engage in price negotiations with procurement
- Simple steps to decode buyer behavior and the buying center like never before
- Choose the right negotiating tactic based on the eight buying scenarios
- Methodology and tools easily integrate into your existing sales approaches
- Clients who have gone through program report improved sales confidence and bottom line results usually with the next deal

## Delivery options

- Negotiating with Backbone basics is a half-day quick start program intended to jump start your sales team's confidence and results
- The full day Negotiating With Backbone program will enable your team to learn the techniques and content as well as practice using the tools
- Train-the-trainer options are available for those organizations with the resources to conduct their own training with licensed content
- Customized training options are available and we will work closely with clients to meet their specific needs

## Related services

- We can help you understand or enhance your understanding of how to use customer financial value to support negotiations and your value proposition
- We are also experts in pricing – from strategy development through price execution

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### **About Holden Advisors:**

Holden Advisors are pricing and sales effectiveness experts who help clients drive breakthrough business results by quantifying, communicating and capturing value from strategy development through sales force execution.

For more information visit: [www.HoldenAdvisors.com](http://www.HoldenAdvisors.com) or call 1-978-405-0021