

Advanced Negotiations for Managers

Chapter 1: Negotiations vs. Closing

- Session 1: What are Advanced Negotiations?
- Session 2: What is Closing?
- Session 3: Sales vs. Manager Negotiations
- Session 4: Do We Even Need to Negotiate in Automotive Business Anymore?
- Session 5: How Do You Fix Bad Negotiating?

Chapter 2: Facts about Manager Negotiations

- Session 1: The Overall Effect of Manager Involvement
- Session 2: The Client's Expectations
- Session 3: Why Some Managers Don't Try to Close
- Session 4: Why Some Managers Fail to Close
- Session 5: How Do We Know if We are Negotiating Correctly
- Session 6: What if We are Bad at Negotiating? Can That be Fixed?

Chapter 3: EMI (Early Manager Introduction)

- Session 1: What is EMI?
- Session 2: When Should EMI Happen?
- Session 3: The Overall Effect of EMI
- Session 4: The Salesperson's Role in EMI
- Session 5: The Customers Expectation

Chapter 4: The Manager T.O. Process

- Session 1: What is a Manager T.O.?
- Session 2: When Should the Manager T.O. Happen?
- Session 3: The Salesperson's Role

Chapter 5: Manager Negotiations

- Session 1: What is the Manager's Goal?
- Session 2: The Mindset of a Successful Manager
- Session 3: The Mindset of an Unsuccessful Manager
- Session 4: Making a Strong First Impression
- Session 5: The Restaurant Tip Close
- Session 6: Securing a Reasonable Offer
- Session 7: The Difference between a Deal and a Sale
- Session 8: The Difference between Overcoming Objections vs. Negotiating

Chapter 6: The Key Factors to Negotiations

- Session 1: Know Your Number
- Session 2: It's Not All about the Money
- Session 3: Not Getting Too Personal
- Session 4: Don't be Afraid to Negotiate like a Woman
- Session 5: Working Towards Yes
- Session 6: Don't Abandon Your True Style

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Chapter 7: The 5 Stages of Negotiations

- Session 1: Step 1: Prepare
- Session 2: Step 2: Information Exchange
- Session 3: Step 3: Bargain
- Session 4: Step 4: Conclude & Step 5: Execute

Chapter 8: Advanced Negotiations Tips

- Session 1: Never Meet in the Middle
- Session 2: Every Negotiation is Different
- Session 3: What are Your Customers Thinking about?
- Session 4: Words, Body Language, Posture, Voice & Tone
- Session 5: Whoever Speaks First Loses: Is it True?

Chapter 9: What the Customer Wants:

- Session 1: Every Customer Wants a Negotiator
- Session 2: Every Customer Wants a Closer
- Session 3: Every Customer Wants a Dealmaker
- Session 4: Every Customer Wants a Problem-Solver

Chapter 10: Maintaining Control

- Session 1: What is Negotiation Control?
- Session 2: Acting in a Collaborative and Effective Manner
- Session 3: Converting Demands into Needs
- Session 4: How to Shape the Perception of Value
- Session 5: Understanding the Customer's Real Needs
- Session 6: The Importance of Saying "No"
- Session 7: Compromise vs. Conceding
- Session 8: Keeping Emotions in Check
- Session 9: Negotiating Angry!

Chapter 11: The 3 Phases of Negotiations

- Session 1: Prepare
- Session 2: Propose
- Session 3: Probe
- Session 4: Overcoming Objections
- Session 5: The Power of Nice

Chapter 12: 4 Elements of Negotiation

- Session 1: Strategy
- Session 2: Process
- Session 3: Tools
- Session 4: Tactics

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Chapter 13: Manager Negotiations Mistakes

- Session 1: Acting on Untested Assumptions about Buying Behavior
- Session 2: Too Few Questions and Not Enough Listening
- Session 3: Failing to Allow the Customer to Think They are Winning
- Session 4: Not Being Prepared
- Session 5: Not Having a Solid Strategy
- Session 6: Giving up after Hearing "No"
- Session 7: Not Knowing When to Walk Away
- Session 8: Not Building Trust with the Salesperson

Chapter 14: The Golden Rule of Negotiating

- Session 1: What is the Golden Rule?
- Session 2: Never Letting a Negotiation Come Down to a Single Issue
- Session 3: Why it needs to be Win-Win in Negotiations