3D Negotiating Client Value Training

Duration: **2 Day**

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Overview

Strong negotiation skills are essential for modern sales success. Poor negotiation practices can significantly reduce profitability, impact deal quality, and weaken long-term customer relationships.

3D Negotiating Client Value training is a modern sales negotiation program specifically designed for sales professionals and business teams. The training combines sales psychology, behavioral economics, and advanced negotiation strategies to help participants manage negotiations more effectively.

The program enables participants to:

- Handle price pressure professionally
- Protect profit margins
- Build stronger customer trust
- Improve negotiation confidence
- Create win-win agreements

The 3D Negotiating Client Value Approach

The 3DNCV methodology focuses on creating and protecting value throughout the customer buying journey.

The framework is based on three key principles:

- Insight
- Influence
- Trust

Rather than focusing only on pricing discussions, this approach helps sales professionals become long-term strategic business partners.

The methodology is based on more than 20 years of sales research and field experience.

3D Negotiating Client Value training helps organizations strengthen professional negotiation capabilities and improve long-term business performance.

With this training, companies can:

- Increase profitability
- Build stronger commercial relationships
- Manage pricing pressure effectively
- Improve customer loyalty
- Gain competitive advantage

In highly competitive markets, advanced negotiation skills create significant business value.

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Who Should Attend

This program is ideal for:

- Sales professionals
- Account managers
- Sales leaders
- Business development teams
- Senior executives
- Commercial negotiation professionals

It is applicable across industries that sell products or services.

What You Will Learn

3D Negotiating Client Value training helps organizations improve profitability and negotiation performance.

Key Benefits

- Higher profit margins
- Reduced discounting behavior
- Larger deal sizes
- Faster sales cycles
- Stronger customer relationships
- Increased customer lifetime value

Participants also gain greater confidence and strategic negotiation skills.

Core Topics Included

- Negotiation psychology
- Price management in sales
- Trust-building techniques
- BATNA strategies
- Anchoring and framing
- Stakeholder management
- Risk reduction strategies
- Value protection methods
- Behavioral economics applications
- Win-win negotiation techniques

Outline

1. Professional Negotiation Techniques

Participants learn how to understand negotiation styles and improve strategic communication.

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Topics include:

- Negotiation styles
- Bargaining strategies
- Power balance management
- Sales psychology

2. Managing Price Pressure

Professional procurement teams often use advanced negotiation tactics.

This module helps participants:

- Reduce discount dependency
- Protect margins
- Apply value-based pricing
- Build alternative negotiation strategies

3. Building Trust and Long-Term Relationships

Successful negotiations focus on sustainable business relationships rather than short-term transactions.

Participants improve their ability to:

- Build trust
- Manage relationships
- Communicate strategically
- Strengthen customer engagement

4. Behavioral Economics and Influence Techniques

The training integrates modern behavioral science into sales negotiation processes.

This section includes:

- Anchoring techniques
- Framing strategies
- Perception management
- Decision influence methods

5. Creating Mutual Value

The 3DNCV framework promotes value-based negotiation rather than purely price-focused discussions.

Participants learn how to:

- Identify shared interests
- Create mutual value
- Structure value exchanges
- Build win-win negotiation models

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Stakeholder and Risk Management

Complex sales negotiations often involve multiple stakeholders.

This module covers:

- Stakeholder mapping
- Decision-maker management
- Political risk analysis
- Commercial risk reduction strategies