

Negotiating with Backbone

Don't give away your value. Win at YOUR price!



Decode buyer games and tactics for more wins at higher margins

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. Based on our deep expertise and decades of real-life seller-buyer experience, the *Negotiating with Backbone* approach levels the playing field and builds sales confidence for bottom-line impact.

1

BACKBONE BASICS

Start with the BASICS digital learning for a foundation of skills and concepts

2

1-DAY WORKSHOP

Apply concepts to real deals in facilitated, coached workshop with our expert.

3

REINFORCE

Coaching, along with our reinforcement tool help make new skills stick.



Believe in your value
Set yourself apart from the competition



Build confidence
Recognize when buyer bluster is just gamesmanship



Defend your price
Arm your sales team with tools to win

***Negotiating with Backbone* now available in digital learning format**

From any device, anywhere, learn how to recognize the 8 buying scenarios and choose the right sales strategies to defend your prices and value.

Negotiating with Backbone, now available in a digital learning format, is a proven, comprehensive sales negotiations methodology, designed give any sales process and value-power boost, and prepare your sales team to confidently engage in price negotiations.

Negotiating with Backbone will help your team:

- Better qualify your accounts to understand if you have a chance of winning the business or if you are just a pawn in procurement's game
- Uncover customer needs and insights, quantify value, and prepare for customer conversations
- Identify the motivations of the buyer and respond accordingly
- Position your solution to win at your price



"Negotiating with Backbone gave us the power-boost needed to win more deals when applying our sales methodology to every customer opportunity" - Sales Account Exec., Data Services

\$65 MILLION IN REVENUE IMPROVEMENT FROM ONE CUSTOMER NEGOTIATION

A financial services sales team was having issues building the confidence of the sales director to hold on price in a negotiation with a large and important customer. During a coaching call with Holden Advisors, the team discussed the imperative for the company to not negotiate away their margin knowing the customer was a "Poker Player". The team laid out an action plan that prepared them for the conversation with the customer. The customer accepted the terms and the net revenue increased more than \$65 million over the term of the contract.

