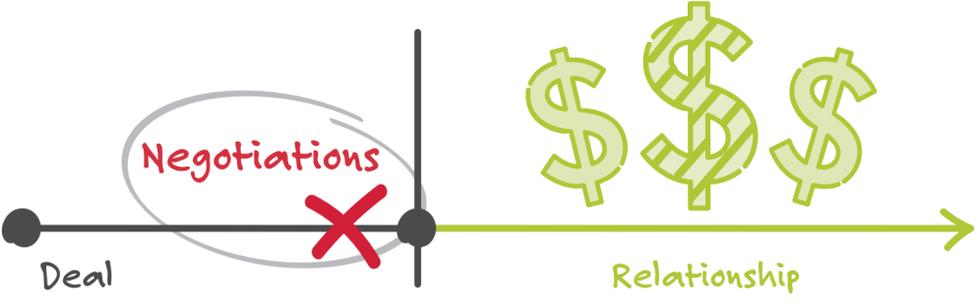
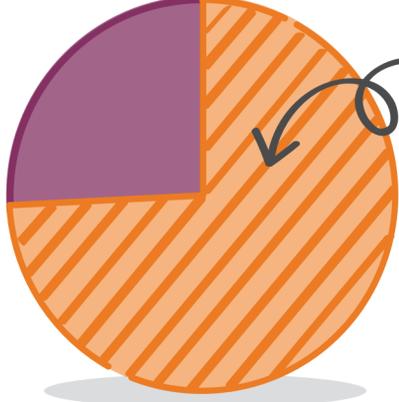


Late-stage Negotiations Won't Get You to Your Profitability Goals



Most companies rely on traditional sales negotiation training to maximize profitability.

They teach salespeople to “power up” or seize the upper hand in a negotiation. Unfortunately, this approach isn’t as effective as it used to be.



72% of B2B salespeople report buyers have grown more powerful in the last three years. They have the confidence to demand discounts—and walk away when they don’t get them.

AND AS IMPORTANT

as negotiating a new contract is, it’s only one of three key moments of truth in the customer relationship.

In each, your salespeople can either allow value to “leak” out of the relationship, or they can capture that value and deliver more revenue and higher margins.



PROTECT MARGINS DURING THE DEAL:

1%

increase in purchase value can return **9%** in operating margin

KEEP THE CUSTOMER AND THE PROFITS:

5%

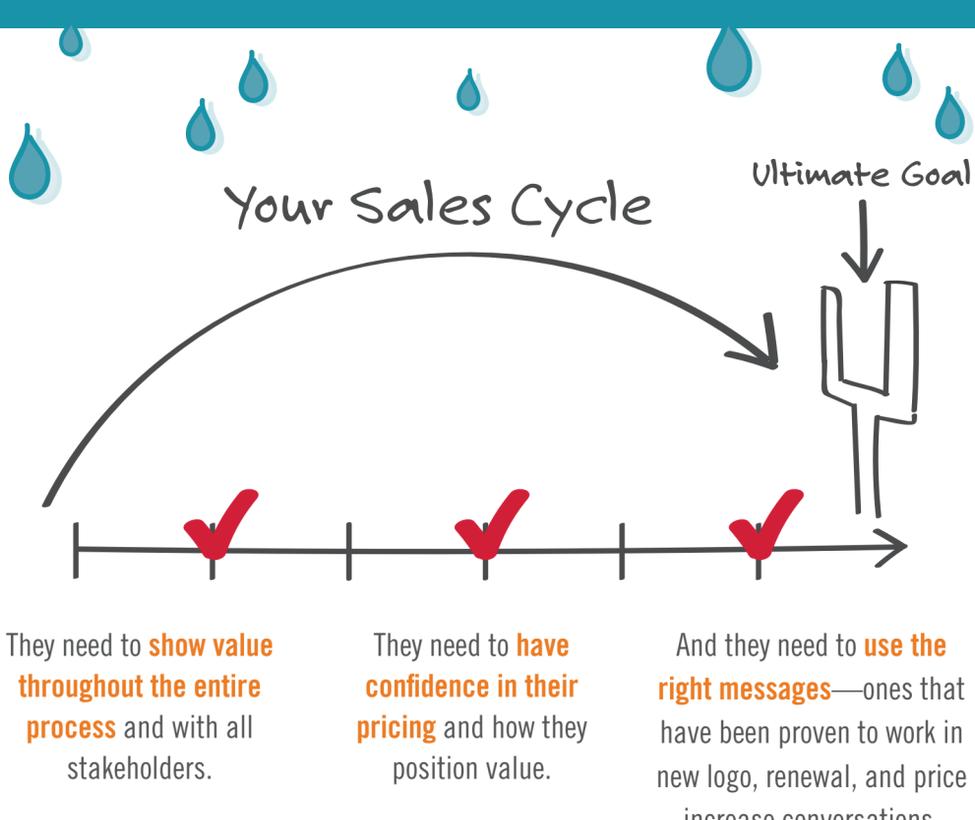
increase in retention can have a **25%** or greater impact on profits

PRICE INCREASES ARE CRITICAL:

63%

of companies said that price increases for existing customers are “very important” or “mission critical”

Salespeople who wait until the end of the deal to negotiate on price are watching all the value drain away from the deal during the earlier stages of the conversation.



WHAT IF YOU COULD maximize the profitability of the entire relationship?

- What if you could use scientifically-backed techniques to maximize the profitability of the entire customer relationship—not just a single transaction?
- What if those techniques were appropriate to the pivotal “moments of truth” in the customer relationship?
- And what if you could give your salespeople the right skills and the right words to use in those moments?

With **CORPORATE VISIONS**, you can:

CONDUCT A MUTUAL VALUE EXCHANGE

You’ll facilitate a decision-making process that rallies and aligns multiple buyers in a complex deal.

CLAIM ALL THE VALUE YOU CREATED

You’ll create uncertainty about the price a customer should be willing to pay and reduce unnecessary discounting.

EXTEND VALUE FROM EXISTING CUSTOMERS

You’ll use techniques uniquely suited for a renewal conversation and convince customers to buy from you again, potentially at a higher price.

Only with Corporate Visions will you get the **messaging, content, and skills** to capture the most value from a customer relationship—not just a single deal.

And only Corporate Visions has a science-backed approach for three critical moments of truth in the customer relationship.

Learn more about how Corporate Visions can help you **capture more value** from your entire customer relationship.

WEBINAR

Tim Riesterer
Co-Author, *Customer Message Management: Conversations That Win the Copycat Scale*
The Three Value Conversations