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

Most companies rely on traditional sales negotiation training to maximize profitability. Unfortunately, this approach is ineffective as it is 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.

**WHAT IF YOU COULD maximize the profitability of the entire 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**

**CLAIM ALL THE VALUE YOU CREATED**

**EXTEND VALUE FROM EXISTING CUSTOMERS**

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.

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