FEDA Teleconference Seminar

Now also available as a webinar

"Negotiations: Defending Your Price"

Presented By
William Walker
The Walker Consulting Group

Wednesday, October 24, 2012
Live at 10:00 a.m. CST
$149 per phone line for teleconference, $179 for webinar
OR
Listen in to audio from teleconference at your convenience from
October 25 - November 25, 2012
$149 per phone line
(Digital replay option available for teleconference only - not for the webinar)

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"Negotiations: Defending Your Price"
FEDA Teleconference Seminar
William Walker, Speaker

Wednesday, October 24, 2012
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About the Seminar...Negotiations: Defending Your Price

Here is your value proposition for this teleconference:
A negotiation is not a series of concessions nor is it the destructive use of manipulation or strong arm tactics at the bargaining table. Negotiations begins from the moment the salesperson meets the customer, well past the moment when an agreement is signed, and on to the time when the benefits are realized by the customer. Negotiations: Defending Your Price is a seminar that helps sales people protect their pricing while winning and protecting new and existing account relationships.

During the seminar, participants are introduced to both strategic and tactical elements of negotiations. Strategic elements include how to gain leverage in negotiations by:

- Determining, defining, and articulating value
- Gaining access to key decision makers
- Diagnosing customer needs
- Questioning techniques to flush out the "Oh, by the ways"
- Articulating an ROI associated with the solution
- Delivering high impact, benefit-saturated presentations
- Documenting the benefits of the solution in a written proposal

Tactical elements include preparing for and executing specific measures and countermeasures during the negotiation process such as:

- Maintaining parity in the negotiation process through specific bargaining techniques
- Preparing for Seven Common Negotiation Tactics that customers use to get salespeople to make unwarranted unilateral concessions.

As a result of this seminar, participants will be better prepared to defend their pricing, improve customer relationships, and increase sales and profit margins for their organizations.

About the Speaker...

Negotiations: Defending Your Price is presented by William Walker, Founder and President of the Walker Consulting Group, a national training and development organization, headquartered in Charlotte, NC. William has over twenty years of sales and sales training experience and is regarded as one of the world's top sales consultants. He has designed and delivered hundreds of sales training and negotiations training programs for organizations throughout the United States, Europe and Australia. For more informatiob on William Walker and the Walker Consulting Group please see attached flier.

Who Should Listen in?...

This is a "must-hear" program for FEDA member sales people, sales managers, and key management. Remember, you can earn **two CFSP points** for maintenance and/or advancement by participating in the program.

How to Participate...

FEDA members have another option to participate in the teleconference if they are unable to join in during the live session on October 24th. Through the digital replay option, members can call in to a special toll - free number that will give them access to the audio program from October 25th - November 25th at their convenience. The webinar format is not available via digital replay. If you choose the digital replay option you will receive a handout and CD just as you would if you participated in the live session, however you will be unable to participate in the live Q&A session. **<u>Please indicate on the enclosed registration form how you plan to participate along with payment to FEDA by Wednesday, October 10, 2012.</u>** We'll then send you the handout materials & detailed instructions on how to participate. Total listening time for the seminar is approximately 75 minutes, plus Q&A time. A CD of the entire program will be sent to each participating firm a few weeks after the seminar. Questions? Call Amy Risinger, CAE or Ray Herrick at the FEDA office at 800-677-9605.

Registration Form

FEDA Teleconference/Webinar
"Negotiations: Defending Your Price"
William Walker, Speaker
Wednesday, October 24, 2012
Live 10:00 a.m. CST or listen at your convenience from October 25 - November 25, 2012.

Contact Person: _____

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_____We will be participating in the **live performance on Oct. 24th as a <u>teleconference</u> ($149 per line)**

_____We will be participating in the **live performance on Oct. 24th as a <u>webinar</u> ($179 per line)**

_____Please indicate here if you'd **like an electronic format of the speaker's presentation to refer to during the teleconference**. You will automatically receive a printout of the slides in notes format prior to the call. If selected this file will be sent to the email indicated above as a PDF.

_____We will use the **digital replay option that will give us access to the audio program at our convenience from Oct. 25 - Nov. 25 ($149 per line/one time listening fee) - <u>Webinar format not available as digital replay.</u>**

We will be using _____telephone lines for a total of $ _____.

To ensure that you receive the master copy of the handout materials in time for you to make copies for your employees, we ask that you fax (800) 677-9607 your registration to the FEDA office **by October 10, 2012.**

<u>PAYMENT METHOD</u>

☐ Check Enclosed (payable to FEDA)

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