



Study Guide

Negotiating Lessons Learned as a Career CPO – 20 Years Distilled Into 52 Minutes

Session Description

This foundational webinar introduces 4 negotiating cornerstones that position you to speak with authority, increase your leverage, and achieve your negotiations goals.

Key take-aways:

- The 'Golden Rule' of negotiations.
- The first go-to practice of good negotiators.
- The second practice of better negotiators.
- The third and fourth practices of the best negotiators.

Reflection Questions

1. What is the golden rule of direct negotiations?

2. What is meant by cost transparency and how does it benefit the buyer?

3. What is the only information needed to get a should cost model started?

4. What 4 steps do you need to follow when creating a should cost model?



5. Why are effective sales reps so focused on maintaining good relationships with buyers?

6. How can buyers use this knowledge to achieve their negotiating goals
- a) In the short term?
 - b) In the long term?