

HOW TO DEAL WITH BACK DOOR SELLING

BENEDICT NEGOTIATING SEMINARS' TIME-TESTED, RESULTS-PRODUCING SYSTEM



HOW MUCH IS BACK DOOR SELLING COSTING YOUR COMPANY EVERY YEAR?



A 3-HOUR SEMINAR FROM



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MANY COMPANIES FEEL THAT BACK DOOR SELLING IS COSTING THEM LITERALLY MILLIONS OF DOLLARS EVERY YEAR

Back Door Selling is a whole series of probing questions that salespeople are meticulously taught to ask – well in advance of the formal negotiations.

These questions are addressed to engineering, information systems, marketing, project and program managers, receptionists, assembly line and warehouse workers, HR and any member of top management that they can access.

Sellers are taught to frame these questions in such a manner that the people being questioned unwittingly provide the answers – unaware that these answers are “giving away the Negotiating Store.”

Typical Back Door Questions asked by Professional Salespeople:

“Who else are you looking at besides us?”

“When do you really need this by?”

LACK
of
LEVERAGE
=
LOSS
of
DOLLARS

“Compared to the competition, how do we stack up?”

*“What’s your budget?
How firm is that budget?”*

“What don’t you like about your current supplier?”

These, together with other questions, can destroy your company’s leverage and negotiating position. Unless a company deals with the giving away of information via Back Door Selling – Negotiations may be over before they start.

Why do Honeywell, Rockwell, Lockheed Martin, Philips, Bristol-Myers Squibb, Texas Instruments, Kimberly Clark, and many others in North America and Europe use this workshop? Because it works!

It enables your people to:

- recognize Back Door Selling questions
- understand why they are being asked the questions
- know how to respond in a way that protects your company’s negotiating leverage

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DESIGNED FOR ANYONE AND EVERYONE IN YOUR COMPANY WHO TALKS WITH SUPPLIERS



THE WORKSHOP *A Training System*

Designed to provide a thorough and highly participative learning experience.

This fast-paced 3-hour course is designed for **EVERYONE** who talks to outside suppliers. Using a DVD, large and small group discussions, and a 50-plus page workbook/resource guide, this workshop reveals how suppliers are trained to deal with customers.

It explains that every time you talk to a supplier, you need to be aware that you're involved in the negotiation process.

Specifically, the workshop focuses on how suppliers are meticulously trained to ask certain key questions in a way that doesn't give the slightest clue of the devastation that they can wreak on your company's negotiating position – if you answer them in the wrong way.

The workshop helps identify numerous “Back Door Selling” questions, explains why the salesperson is asking them, and most importantly: how should you respond to protect your company's negotiating position.

The goal of this short, but fascinating workshop is to even up the training between the salesperson, and anyone who talks with them.

Sensitizes the participants...
...to the professional salesperson's use of back door selling techniques

Teaches the participants...
...how to respond to back door selling questions

Empowers the participants...
...to neutralize back door selling and protect your company's negotiation leverage

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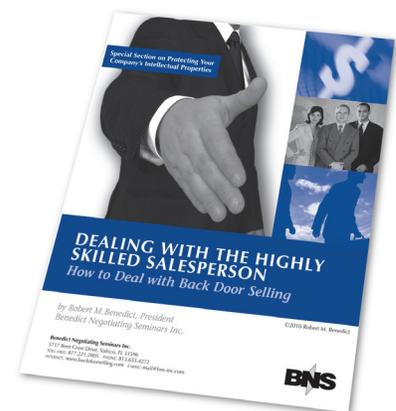
THE DVD

A "Real World" Dramatization of a typical sales call

Through a series of vignettes, the DVD dramatizes how an unsuspecting employee (in this case, an engineer) can literally give the company store away to a salesperson who is skilled at asking back door selling questions.

PRACTICAL GUIDANCE

- Explains why and how the wrong responses to back door selling questions can be devastating to your company's negotiating leverage
- Provides recommended responses to the 12 questions asked by the salesperson in the DVD vignettes
- Supplies a time-tested formula for dealing with all back door selling questions (in addition to the 12 questions covered in the DVD)



KEY POINTS STRESSED BY THE WORKSHOP

In a negotiation, information is power. The person who has the information, has the power.

You are involved in the negotiation process every time you talk with an outside supplier.

You do not have to answer every back door question just because it is asked. You can "fog" it, deflect it, tell the salesperson it is not an appropriate question, or ask the salesperson a question in return.

If there is no leverage, there is no negotiation.

THE WORKBOOK

- Augments the points presented in the videotape and reinforces learning
- Designed to stimulate participants' total involvement
- Serves as a framework for roundtable discussions and participant role playing
- An effective, on-the-job "refresher" for daily use
- Serves as a reference guide in how to deal with salespeople and how to answer their back door selling questions

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What do others say about this seminar?

"The workshop has exceeded our expectations. Initially, we enrolled over 350 of our design engineers and process engineers. It was so successful that we expanded enrollment to include anyone who may come into contact with our suppliers. We have also made it a part of our new employee orientation."

MATT CASEY
Organization Development Specialist
Honeywell, Microswitch Division

"I have personally just completed five training sessions (in excess of 100 attendees) from engineering, purchasing, quality, accounting, warehouse, lobby secretary, etc... The workshop has truly opened our people's eyes as to the true interface with salespeople."

RON ULASZEWSKI
Senior Manager, Advanced Purchasing
Philips

"What sets this workshop apart is that it provides practical guidance that can be applied on the job right away. We are so convinced of its effectiveness that we plan to enroll everyone who will very likely come into contact with our suppliers."

BETTY JACKSON
Senior Technical Training Specialist
Hoffman Engineering

"We have recently completed the third year of presenting the 'Dealing with the Highly Skilled Salesperson' workshop, and the first year of presenting the 'Single and Sole Source Suppliers' workshop. The programs have become the cornerstone of our Purchasing training strategy, and we are enjoying quantifiable results from both workshops."

DAVID MCINERNY
Purchasing Training Director
Dean Foods

"Benedict's workshop provides practical guidance that anyone can put to use right away. We have no doubt that it has helped our employees achieve very real and significant savings. In fact, this learning experience is so important that our Vice President of Engineering and Operations has established enrollment in the workshop as mandatory."

DR. LARRY LONG
Manager, Training and Development
Rockwell International

OTHER SEMINARS OFFERED BY BENEDICT NEGOTIATING SEMINARS

REAL WORLD NEGOTIATING™

This 2-day seminar has been the negotiating workshop of choice for companies across North America, Europe and Asia. Customized to each company's particular needs, the seminar provides a wide variety of effective, practical, and readily useable negotiating skills.

- How to prepare for a negotiation (introduction)
- How to begin the negotiation – five specific steps
- The four negotiating styles
- How to trade rather than give concessions
- Staying assertive, confident, and non-manipulated
- Single and Sole-Source Suppliers – What to do when they play WIN/LOSE (introduction)
- How to fight a price increase
- The ten laws of negotiation... plus much more

A 52 page workbook/resource guide accompanies the workshop

NEGOTIATING WITH SINGLE AND SOLE SOURCE SUPPLIERS

Few negotiations are more difficult than those with Single and Sole Source Suppliers. With seemingly little or no negotiating leverage for the buying company, even minor concessions from



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the supplier seem grueling to obtain. The situation is often not only painfully frustrating – but extremely costly to the buyer company.

Can anything be done to increase leverage with single and sole source suppliers?

As this 2-day workshop emphasizes, the answer is a resounding YES!

Part 1 delves into 12 classic sources of leverage that our clients use as a “checklist” in preparing for Single and Sole Source negotiations.

Part 2 moves to the next step: How to progress from building leverage to designing a full-fledged negotiating strategy.

The workshop is definitely meant to involve BOTH purchasing and technical people as well as other support people who deal with single and sole source suppliers.

HOW TO STRATEGICALLY PREPARE FOR ANY NEGOTIATION

One of the most critical factors in achieving optimum results in negotiations is proper planning and preparation prior to the negotiation. In the hectic pace of the business world, proper preparation for upcoming negotiations can be easily overlooked or, at best, given very little time. Denying the preparation phase of the negotiation proper attention can be extremely costly to a business and/or an individual.

How to Strategically Prepare for a Negotiation is a one-day, hands-on, interactive course on a practical procedure to plan and prepare for any negotiation in the buyer/seller arena. Taught from the perspective of the business setting, the skills are easily transferable to interpersonal situations area as well.

The emphasis is on a systematic, time efficient, results-producing method of preparation that can be used for any level of negotiations.