

For many business owners and sales reps, pricing services and presenting quotes or proposals can feel complicated and uncomfortable. That discomfort usually signals something missing in your positioning, conviction, or understanding of your place in the market.

The **Negotiating Net Gain** program will evaluate where your solution fits, who it serves, and how to represent it with conviction so your proposals land with credibility and authority. You'll gain tools to elicit the information you need to uncover opportunities, work through nerves and uncertainties, and negotiate from a position of strength.

This six-session program is structured around the steps below, with time tailored to client needs. Group programs begin on scheduled dates and offer discounted 1:1 add-ons. Individual programs may begin at any time.

**It all starts with a free consultation. Book yours today!**

## 1. Value Proposition

Before anything else, we get clear on what your business *is* and your *Value Proposition*. Your Value Proposition is the foundation everything else is built on — your rates, your messaging, how you show up. When you can articulate your offering clearly & confidently, everything else clicks into place.

## 2. Customer Profile

Next, we take a look at who you're actually serving. Your Ideal Customer Profile (ICP) is more than a marketing exercise. It identifies the real people who align with your Value Proposition and *need you most*. When your ICP is razor-sharp, everything from your pitch to your pricing gets clear, compelling, and powerfully positioned.

### 3. Competitors

Who else is in the marketplace doing what you do? We identify the professionals or firms your prospects may be considering or comparing. This will help us to clarify your positioning, highlight your distinctions, and prepare you to negotiate your value from a position of strength.

### 4. Pricing

In this step, we bring together everything we've learned to place an educated and informed *value* on your solution. We establish your parameters—the boundary lines that will guide your quotes and proposals and define the range within which your final agreement will be reached.

### 5. Resistance

Spending money often brings hesitation, delays, and resistance. Many seasoned negotiators know this is where the *real negotiation* begins. You'll learn to validate your proposal, respond strategically, maintain composure, and keep the conversation moving forward while protecting your advantage.

### 6. Resolution

When terms align with your parameters, we'll focus on securing and finalizing the agreement. We'll be sure there is a clearly communicated plan for delivery and follow it! This will set the groundwork for renewals and pricing increases over time. If an agreement can't be reached we'll look at why and determine how to continue advancing.

*This investment in your business and yourself will give you skills to last a lifetime! It all starts with a free consultation. Book now!*