



When account reps face pushback, they often struggle to defend the value of their solution. As a result, they may rush to cut the price, rather than gaining insight into what's actually driving the buyer's concerns. This leaves little chance of aligning around what they really want.

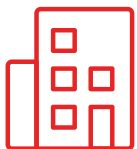
OVERVIEW

Defend™ equips reps with a clear process for protecting and growing key accounts. Instead of simply reacting to objections, they adopt an Other-Centered® mindset. This approach enables them to overcome barriers, defend value, and preserve important relationships

STRUCTURE

Defend is a one-day workshop designed around three modules: **Ensuring Receptivity, Bridging the Value Gap, and Negotiating Strategies**. Each step addresses a distinct stage of high-stakes sales conversations and provides a proven framework for articulating value, responding to objections with confidence, and shifting conversations from price to impact.

FORMAT



Onsite



Virtual



Train the Trainer

BENEFITS

21%

Value-driven sellers **outperform** their peers by an average of 21%.

16%

Sellers using value-based negotiation achieve 16% higher profit growth.



We help reps protect and grow their most important relationships.

IDEAL AUDIENCE



Sales Representatives



Account Managers



Inside Sales



Sales Leaders

Program Framework + Results

Ensuring Receptivity



When customers are emotionally closed, attempting to change their minds with logic, data, and persuasion only makes them less receptive.



Learn to Drop the Rope® and release pressure instead of pushing back.



- **The Cornerstone Principle:** Cultivating receptivity first to ensure the message resonates.
- **Tug of War and Dropping the Rope®:** principles for eliminating an adversarial environment.
- **The drivers of receptivity:** understanding how priority, pressure and point of view determine success in prospecting.

EXPECTED OUTCOME

Sellers earn receptivity required for decision-makers to be open to new offers and alternative points of view.

Bridging the Value Gap



Reps struggle to pinpoint decision drivers and deliver recommendations that provide unique value



Use an Other-Centered® approach to uncovering concerns and decision drivers before attempting to build a value case.



- **The Connect + Contrast + Convince framework** to position the optimum solution.
- **Check Your Six** and other tools for quantifying value, including Total Cost of Ownership and ROI.

EXPECTED OUTCOME

Sellers will have a consistent process for transitioning customer focus from price to payoff. Value-driven sellers outperformed their peers by 21%.

Negotiating Strategies



Difficulty navigating negotiations without caving on price.



Learn how to Drop the Rope® and negotiate with an Other-Centered® mindset.



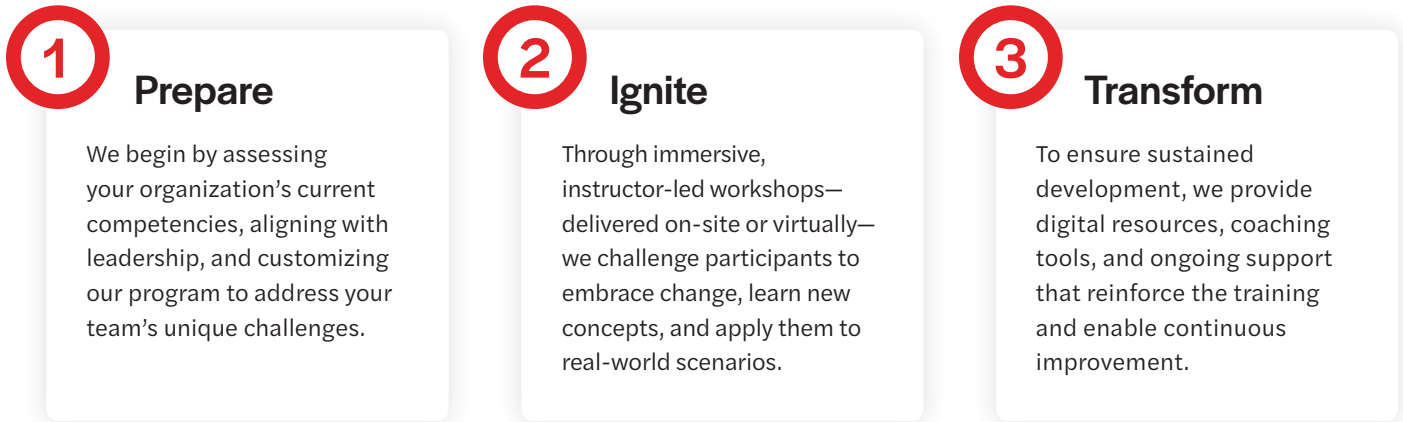
- **3 types of negotiation tactics** and the why behind each.
- **The 5 Negotiation Strategies:** use of silence, who goes first, uncovering the real driver behind the request for discounts, the effective trade, and focus on reducing scope not price.
- **The L.E.A.D. to Why framework** for addressing customer concerns, starting with the truth.

EXPECTED OUTCOME

Sellers using value-based negotiation frameworks achieve 16% higher profit growth.

ASLAN's Process to Drive Lasting Results

ASLAN Training & Development employs a structured, three-phase process to drive lasting behavior change in sales organizations, ensuring each participant fully embraces and applies the training.



What Our Clients Say

“When ASLAN was hired, our goal was to grow from just under \$700 million to \$2 Billion. **We achieved the goal in just three years and ASLAN played a key role.** Not only do they have the best sales development programs but their ability to learn our business and customize the program was exactly what we needed to transition our sales force.”

— Director of Learning, Fortune 500 Telecommunications Company

“Within the first four months of implementing ASLAN's program, **appointments set with cold prospects jumped by 300% and engagement rates increased by 808%.**”

— Director, Fortune 1000 Life Insurance Company

Ready to Drive Transformative Results?

Discover how Defend can be tailored to meet your team's unique goals and challenges. Schedule your complimentary consultation to explore how we can drive meaningful change and lasting results in your organization.

[SCHEDULE A CONSULTATION](#)



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